



# Baby Ranging Guide 2023

## Category Insights

- 8th largest category within the grocery department
- The top 5 Baby Brands by Sales (\$) to Tasmanian IGA stores are

**HUGGIES**

**BabyLove**



**HEINZ**  
ESTD 1869

- Curash is the fastest growing Baby brand in Tasmanian IGA stores



- Various Shopper insight studies (Nielsen etc) show Baby Shoppers spend more on their total shop than Non Baby Shoppers
- During the two-week Health, Baby & Beauty Sale in August, the baby category experienced a +21.05% volume growth and +32.99% sales (\$) growth in comparison to FY23.

## Key Baby Events

We have planned the following upcoming advertising events, aimed at driving increased customer engagement and sales for store owners on this key grocery category.

### All October - Catch Up TV featuring Baby LPE products:

- |                                            |         |
|--------------------------------------------|---------|
| • BabyLove Wipes 80pk                      | \$3.50  |
| • BabyLove Disposable Nappies 15-28pk      | \$10.99 |
| • Rafferty's Garden Baby Food Pouches 120g | \$1.99  |

22nd November – 1/3 Page Side Panel

10th January – 1/3 Page Side Panel

3rd – 30th April – Consumer Baby Promotion

**Details to be confirmed early 2024**

## Category Improvements

TIR have analysed pricing in the baby category and successfully negotiated extra deals with suppliers to enable us to offer competitive price points. This strategic move is aimed at enticing customers to recognise the significant value we can provide in the baby product segment. Specifically, our attention has been focused on Baby Formula. Recognising it as a high-dollar product with low substitution for parents, we underscore the significance of offering competitively priced formulas in order to secure and enhance customer loyalty.

PRODUCT NO	DESCRIPTION	WAS JULY 2023	NOW OCT 2023	PRICE DIFFERENCE	WOOLWORTHS	COLES
119511	HEINZ BEEF & VEG CASROLE 8M JA 170GM	\$2.55	\$1.80	-\$0.75	\$1.80	\$1.80
278299	HNZ CHK/VEG RISOTTO 170GM	\$2.55	\$1.80	-\$0.75	\$1.80	\$1.80
119714	HEINZ MANGO & VANL CUSTARD 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
119730	HEINZ APPLE S/BERY & P/FRUIT 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
171387	HNZ STRAWBERRY/VANILLA CUSTARD 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
171408	HEINZ CHICKEN CORN/MANGO 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
171440	HNZ APPLE/STRAWBERRY/BLEUBERRY 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
252304	HNZ BANANA CUST POUCH/SPOUT 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
278360	HNZ VANILLA CUST PCHSP 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
315504	HNZ PEAR/BAN/AP PCH SP 120GM	\$2.15	\$1.80	-\$0.35	\$1.80	\$1.80
119466	HEINZ PEAR 4M JAR 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
261219	HNZ STR FRUITY APPLES 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
261251	HNZ STR VANILLA CUSTARD 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
261286	HNZ PUMPKN POT & BEEF 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
261542	HNZ BANANA JNR PORRIDGE 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
261673	HNZ PEAR & BANANA 110GM	\$1.85	\$1.20	-\$0.65	\$1.20	\$1.20
121240	RAFFERTYS GARD PEAR APRCOT 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176719	RAFF GARD PEAR PRUNE 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
250966	RAFFERTYS PEAR AND SUPERBERRIE 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
269560	RAFFERTYS BANANA PEAR MANGO PU 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
273447	RAFFERTY SWT POT/CRT/APL PUREE 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
273463	RAFFERTY PMPK/APL/SWT CORN PUR 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
273471	RAFFERTY SPNCH/APL/BROC/PEA 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
273500	RAFFERTY BANANA/APL/BLUEBRY 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
273519	RAFFERTY APL/PEAR/CINNAMON 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
274060	RAFFERTYS APPLE BANANA & PEACH 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
121523	RAFFERTYS GARD VAN CUST 120GM	\$2.50	\$1.99	-\$0.51	5 for \$9.50	\$2.15
144303	RAFFERTYS GARD BLU BANANA CUST 120GM	\$2.50	\$1.99	-\$0.51	5 for \$9.50	\$2.15
298652	RAFFERTYS GARD CHOC CUSTRD 120GM	\$2.50	\$1.99	-\$0.51	5 for \$9.50	\$2.15
310551	RAFF GRDN BANANA MANGO CUSTARD 120GM	\$2.50	\$1.99	-\$0.51	5 for \$9.50	\$2.15
326131	RAFF GARDEN MY FIRST APPLE 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
326158	RAFFERTYS GARD MY FIRST PEAR 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176727	RAFF GARD BEEF SWT POT/PARSNP 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176735	RAFF GARD CHKPEA/WM PASTA PUR 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176743	RAFF GARD RED LENT/CAR/SWT POT 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176751	RAFF GARD CHKPEA/CORN/CAR MASH 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
176778	RAFF GARD BRICE/BEAN/PUMP MASH 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
311028	RAFF GARD STRWBRY CHIA YOG BRK 120GM	\$2.15	\$1.99	-\$0.16	5 for \$9.50	\$2.15
323870	ALULA ORIG 0-6M NEWBORN FORM 900GM	\$21.00	\$20.00	-\$1.00	\$20.00	\$20.00
322712	ALULA ORIG 6-12M FOLLOW ON FRM 900GM	\$21.00	\$20.00	-\$1.00	\$20.00	\$20.00
113312	ALULA ORIG 1Y TODDLER DRINK 900GM	\$21.00	\$20.00	-\$1.00	\$20.00	\$20.00
323918	ALULA GOLD NEWBORN 0-6M FORM 900GM	\$30.00	\$28.50	-\$1.50	\$30.00	\$30.00
323897	ALULA GOLD FOLLOW ON 6-12 FORM 900GM	\$30.00	\$28.50	-\$1.50	\$30.00	\$30.00
323803	ALULA GOLD TODDLER 1Y MILK DRN 900GM	\$26.00	\$24.50	-\$1.50	\$25.50	\$25.50
323790	ALULA GOLD JNR 2Y MILK DRINK 900GM	\$26.00	\$24.50	-\$1.50	\$25.50	\$25.50
281666	INFACARE COMFORT SMA STAGE 1 850GM	\$18.00	\$16.50	-\$1.50	\$16.50	\$16.50
212492	INFACARE CMFT SMA STG 2 6-12MT 850GM	\$18.00	\$16.50	-\$1.50	\$16.50	\$16.50
323766	ALULA GOLD REFLUX 0-12M FORM 900GM	\$36.99	\$29.00	-\$7.99	\$29.00	\$29.00
323811	ALULA GOLD LI 0-12M FORMULA 900GM	\$32.99	\$29.00	-\$3.99	-	\$29.00
323846	ALULA GOLD DELICATE EXE 0-12M 850GM	\$38.99	\$30.00	-\$8.99	\$30.00	\$30.00

## Ranging Recommendations

Please find below a list of product recommendations across segments within the baby category in approximate order of priority. While we understand that not every store will stock every range, it's crucial that stores prioritise the essential items from this list to ensure you consistently deliver exceptional value to parents and caregivers.

PRODUCT NUMBER	DESCRIPTION	SELL PRICE	PRICING PROGRAM
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### FORMULA

310180	NAN COMFORT STAGE 1 800GM	\$21.00	Low Price Every Day
310383	NAN COMFORT STAGE 2 800GM	\$21.00	Low Price Every Day
322712	ALULA ORIG 6-12M FOLLOW ON FRM 900GM	\$21.00	Low Price Every Day
323870	ALULA ORIG 0-6M NEWBORN FORM 900GM	\$21.00	Low Price Every Day
313576	NAN COMFORT STAGE 3 800GM	\$21.00	Low Price Every Day
323918	ALULA GOLD NEWBORN 0-6M FORM 900GM	\$30.00	Low Price Every Day
323803	ALULA GOLD TODDLER 1Y MILK DRN 900GM	\$26.00	Low Price Every Day
281666	INFACARE COMFORT SMA STAGE 1 850GM	\$18.00	Low Price Every Day
212492	INFACARE CMFT SMA STG 2 6-12MT 850GM	\$18.00	Low Price Every Day

### NAPPIES

162763	BABYLOVE WALKER NAPPIES 17'S	\$10.99	Low Price Every Day
162771	BABYLOVE JUNIOR NAPPIES 15'S	\$10.99	Low Price Every Day
162755	BABYLOVE TODDLER NAPPIES 18'S	\$10.99	Low Price Every Day
162747	BABYLOVE CRAWLER NAPPIES 22'S	\$10.99	Low Price Every Day
162691	BABYLOVE INFANT NAPPIES 24'S	\$10.99	Low Price Every Day
162560	BABYLOVE NEWBORN NAPPIES 28'S	\$10.99	Low Price Every Day
256073	HUGGIES NAPPY JUM WALKER BOY 64PK	\$39.00	Price Match
255628	HUGGIES NAPPY JUM TODDLER GIRL 72PK	\$39.00	Price Match
256022	HUGGIES NAPPY JUM TODDLER BOY 72PK	\$39.00	Price Match
256057	HUGGIES NAPPY JUM CRAWLER BOY 90PK	\$39.00	Price Match
256110	HUGGIES NAPPY JUM CRAWLR GIRL 90PK	\$39.00	Price Match
256081	HUGGIES NAPPY JUM WALKER GIRL 64PK	\$39.00	Price Match
303669	HUGGIES NAPPY JUM JNR BOY SZ6 60PK	\$39.00	Price Match
303781	HUGGIES NAPPIES JUM JR GRL SZ6 60PK	\$39.00	Price Match
111632	HUGGIES ULTIMATE JUMBO INFANT 96PK	\$39.00	Price Match
135925	HUGGIES ULTIMATE JUMBO NEWBORN 108PK	\$39.00	Price Match

### NAPPY PANTS

102752	BABYLOVE NAPPY PANTS JUNIOR 22'S	\$18.99	
102744	BABYLOVE NAPPY PANTS WALKER 25'S	\$18.99	
102760	BABYLOVE NAPPY PANTS TODDLER 28'S	\$18.99	
243870	B/LOVE SLEEPY NIGHTS 4-7YR 9'S	\$11.49	

### WIPES

007106	B/LOVE EVERYDAY B/WIPES PL LID 80'S	\$3.50	Low Price Every Day
230869	HUGGIES BABY WIPES UNSCENT REF 80'S	\$5.75	Low Price Every Day
249666	CURASH SOAP FREE BABY WIPES 80PK	\$5.50	
221858	HUGGIES BABY WIPES ALOE/CUCUMB 80PK	\$5.75	Low Price Every Day
364349	CURASH WIPES FRAG FREE 80'S	\$5.50	
226026	HUGGIES COCONUT BABY WIPES 80PK	\$5.75	Low Price Every Day
126535	REAL CARE THICK BABY WIPES 100PK	\$3.69	

PRODUCT NUMBER	DESCRIPTION	SELL PRICE	PRICING PROGRAM
<b>FOOD - POUCHES</b>			
171387	HNZ STRAWBERRY/VANILLA CUSTARD 120GM	\$1.80	Price Match
171440	HNZ APPLE/STRAWBERRY/BLEUBERRY 120GM	\$1.80	Price Match
252304	HNZ BANANA CUST POUCH/SPOUT 120GM	\$1.80	Price Match
273500	RAFFERTY BANANA/APL/BLUEBRY 120GM	\$2.15	Low Price Every Day
274060	RAFFERTYS APPLE BANANA & PEACH 120GM	\$2.15	Low Price Every Day
298652	RAFFERTYS GARD CHOC CUSTRD 120GM	\$2.50	Low Price Every Day
278360	HNZ VANILLA CUST PCHSP 120GM	\$1.80	Price Match
269560	RAFFERTYS BANANA PEAR MANGO PU 120GM	\$2.15	Low Price Every Day
121523	RAFFERTYS GARD VAN CUST 120GM	\$2.50	Price Match
171408	HEINZ CHICKEN CORN/MANGO 120GM	\$1.80	Low Price Every Day
<b>FOOD - JARS</b>			
261219	HNZ STR FRUITY APPLES 110GM	\$1.20	Price Match
261251	HNZ STR VANILLA CUSTARD 110GM	\$1.20	Price Match
261286	HNZ PUMPKN POT & BEEF 110GM	\$1.20	Price Match
261542	HNZ BANANA JNR PORRIDGE 110GM	\$1.20	Price Match
<b>FOOD - OTHER</b>			
335812	LITTLE QUACKER RICE BISC S/BRY 40GM	\$3.20	
335783	BABY MUM-MUM RICE RUSKS BANANA 36GM	\$4.00	
121590	RAFFERTYS GRD FRT BRY BNA BAR 8PK	\$5.39	
370423	KIDDYLICIOUS STRAWBERRY PUFFS 10GM	\$2.49	
142658	B/BELLIES BERRY/APPLE SFT CRN 8GM	\$1.80	Low Price Every Day
<b>MISCELLANEOUS</b>			
226878	J&J BABY POWDER AUS 2006 400GM	\$8.75	
271994	MULTIX BUBBAZOO NAPPY BAGS 50'S	\$2.99	
221911	J&J BABY OIL 200ML	\$6.99	
209293	J&J BABY POWDER 200GM	\$4.75	
176364	J&J BABY POWDER C/STARCH ALOE 200GM	\$6.30	



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