

Global Growth and Market Expansion for Compeed



Situation

After acquiring the foot care brand Compeed, HRA Pharma required a partner to take the brand across multiple international markets and establish the infrastructure needed to support future growth. HRA Pharma sought a solution that would ensure business continuity, distributor alignment, commercial visibility and omnichannel expansion for Compeed.



Challenge

The challenge was to successfully transition Compeed into 17 international markets within a tight timeframe, while coordinating distributor contracts, maintaining supply continuity, improving market visibility and creating a scalable commercial model to support growth. In parallel, HRA Pharma wanted to expand Compeed beyond its traditional pharmacy presence into new retail channels and accelerate e-commerce performance.



Services

Commercial transition and distributor management

- Transition and onboarding of Compeed into 17 markets
- Distributor contract negotiation and management
- Global operational and commercial market oversight
- Identifying white-space expansion opportunities in new markets including Canada and Israel
- Full-service sales and distribution management across international markets

Business intelligence and analytics

- Global data management and reporting
- Sales, forecasting, stock and KPI monitoring across multiple markets
- Centralized reporting providing transparency of distributor performance and commercial activity

Omnichannel market execution

- Expansion beyond pharmacy into grocery, ecommerce, convenience, sport and other retail channels
- Retailer relationship management and category development
- Supply chain, logistics and operational support
- UK omnichannel activation across key retailers including Boots, Tesco and Superdrug

Digital commerce and Amazon growth

- Amazon brand management and optimization
- Content enhancement and retail-readiness programmes
- Advertising and promotional management
- Full-funnel marketing campaigns leveraging Amazon advertising solutions
- Search and demand generation activity to drive acquisition and conversion



Results

17

Distributor contracts



signed within 90 days to support a seamless market transition following acquisition.

25

Markets supported



providing sales analysis, forecasting and commercial visibility across the Compeed business.

31%

UK sales growth



versus 2018, supported by omnichannel execution and expanded retail presence.

900%

Increase in ad-attributed orders



87% increase in Subscribe & Save subscriptions and a 900% increase in ad-attributed orders through Amazon activation programmes.

52M

Advertising impressions



generated through Amazon marketing activity.

54%

Increase in units sold



compared with the previous equivalent period.

73%

of sales volume



generated by new-to-brand customers, demonstrating successful customer acquisition.

Successful launch of carton packs in grocery channels



Successful launch of carton packs in grocery channels, helping extend Compeed's reach beyond its traditional pharmacy footprint.