

Holland & Barrett adds new services to diversify revenue

What is it?

In February 2023, Holland & Barrett launched concessions in three WHSmith travel stores and tied up with DnaNudge to offer a new DNA testing service at its flagship store at Marble Arch.

Why does this matter?

H&B is exploring new ways to make wellness a way of life that is accessible to everyone. It can test and learn through these pilots to increase understanding of the wellness demand.

Strategic Implications

Additional services expand revenue streams for the retailer, which is already tapping into growing demand for services such as menopause care and gut health.

STEPIC drivers/Winning strategies

Lean in or branch out
Flexibility to serve
Agility and focus



Holland
& Barrett

"We're always looking for new ways to make wellness a way of life for even more people and we're delighted to be working with WHSmith to bring a selection of our range to travellers"

Lisa Tookey, commercial growth director, Holland & Barrett

"We know that our customers are increasingly looking for information and advice to help them know where to start with positively managing their health and DnaNudge offers an innovative way to do that"

Cal Price, head of new wellness partnerships. Holland & Barrett

