

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

HEALTH FOOD STORES  
EDITION

INDUSTRY ANALYSIS  
APRIL 2025

# The Digital Landscape

## Health Food Stores Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the health food stores industry. Key topics include detailed analysis and trends around GA4, PPC, Paid Social and SEO.

# Google Analytics

Since switching to GA4, many businesses are unknowingly **missing critical data** because their setup wasn't done correctly. If your GA4 isn't tracking purchases, ad performance, or website interactions accurately, you could be **wasting thousands on ads with no return** and making decisions based on faulty data.

**Here is a tip from our GA4 Specialist, Tony Newlands:**

***"Before investing in ads, ensure GA4 properly tracks every step of the customer journey from first click to checkout. If you're unsure whether GA4 setup is correct, get an expert audit before investing more in online ads. A flawed setup can lead to misleading reports, lost sales, and wasted ad spend."***



## GA4 Health Check: Is Your Tracking Accurate?

- ✓ Tracks key actions (purchases, signups, clicks)
- ✓ Covers website, booking system & payment provider
- ✓ Accurately attributes revenue & ad performance
- ✓ Filters out internal traffic
- ✗ Flawed setup = Wasted Ad Spend
- ⚠ Missing data? Get an expert audit before running ads.

# Pay Per Click/Paid Search

Ireland's health and wellness sector is booming, with European e-commerce set to grow **49% by 2028**. As more competitors invest in Google Ads, costs will rise. To stay ahead, health food stores must focus ad spend on **high-margin products and bestsellers** rather than spreading budgets too thin.

**Here's a tip from our Senior PPC Specialist, Fintan O' Toole:** *"Instead of **trying to promote everything**, focus on **the 20% of products that drive 80% of your sales**. This ensures **higher returns, lower ad costs, and stronger customer loyalty**. Also, optimise your Google Merchant Center for Shopping Ads, as **product based searches are one of the highest converting ad types for health food brands**."*



**Myth: "I Can Advertise All My Products and Still Get Great Returns"**

- More products = More visibility = More sales, right?
- Google Ads will balance my budget across everything automatically.
- My slow moving products will eventually start selling if I push them enough.



**Reality: "Spreading Your Budget Too Thin is Costing You More Than You Think"**

- **Google prioritises high performing products:** low sellers drain budget without returns.
- **Click costs rise as competition grows:** spending on unproven products wastes ad spend.
- **Your bestsellers drive the highest conversion rates:** scaling them first increases profit faster.



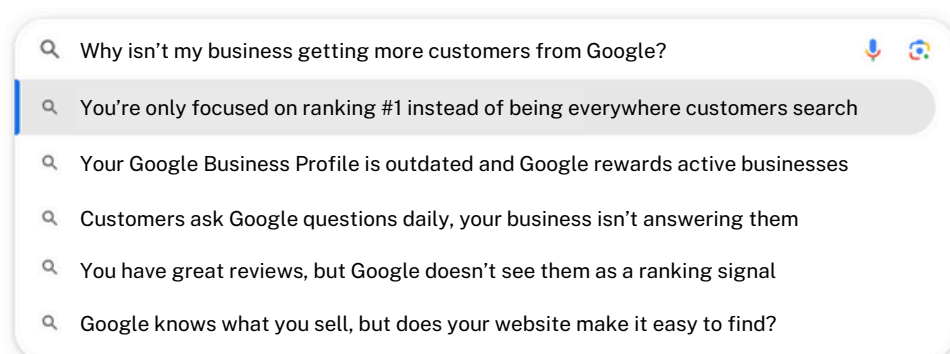
# Search Engine Optimisation

Organic search is highly competitive, with **major retailers dominating key searches** like “buy organic supplements” or “best health food store near me.” But **ranking #1 isn’t the only way to get found**. Google’s evolving search features like **AI Overviews, Google Business Profile, and “People Also Ask” sections** help health food stores attract local customers without relying solely on traditional rankings.

**Here is a tip from our Head of SEO, Brian Conlon:** *“Optimise Google Business Profile with complete details, fresh images, and regular updates. Encourage detailed customer reviews to boost visibility. Use FAQs and structured data to appear in search results, even when users don’t click a link. Success isn’t just about ranking first, it’s about showing up where customers are looking.”*



## Ranking #1 Means Nothing If Customers Go Elsewhere



## Paid Social

Social media is a powerhouse for health food brands, shaping trends and driving sales. **Food-related content on TikTok saw 26 billion views in 2024**, proving its influence on purchasing decisions. Health-conscious consumers are actively seeking product recommendations from influencers, brands, and real customers. With **TikTok Shop now in Ireland**, health food stores have a unique opportunity to sell directly while engaging with consumers.

**Here's a tip from our Paid Social Specialist, Roisin Ryan:**

*"Use **authentic video content**; behind-the-scenes clips, expert insights, and testimonials to build trust. **Partner with micro-influencers** and create "before & after" videos showcasing real product benefits. Leverage **TikTok's in-app shopping** features and **Meta's Dynamic Ads** to seamlessly convert engagement into sales."*



### Social Success Formula



**TikTok & Instagram**  
(Influencer content, viral trends)



**Instagram Reels & Facebook**  
(Testimonials, "before & after" videos)



**TikTok Shop & Meta Dynamic Ads**  
(Shoppable posts, retargeting ads)

**Awareness**

**Engagement**

**Conversions**

# What is happening in the world of Digital Marketing?

## AI Overviews

Google is integrating AI-generated answers directly into search results, meaning businesses that don't optimise for FAQ content, product details, and local SEO risk losing organic traffic. Health food retailers must adapt their SEO strategy to remain visible.



## Voice Search

More consumers use voice assistants like Siri and Alexa for health related searches like "*Best probiotic for digestion?*". Voice search, prioritises short, direct answers. Businesses must optimise their website and GMB Profile with conversational, question based content to stay visible.



## Email & SMS

With social reach declining and ad costs rising, businesses are turning to direct communication. Health conscious consumers engage with exclusive offers and product updates via email and SMS, ensuring messages reach customers without algorithm restrictions.



## Key Takeaways

- ✓ **Fix GA4 First** – If your tracking isn't accurate, you could be wasting thousands on ads without real results.
- ✓ **Smarter PPC, Higher Profits** – Google prioritises high performing products, scaling these first increases profit and lowers wasted spend.
- ✓ **SEO is About Visibility, Not Just Rankings** – Google Business Profile, reviews, and FAQs can drive more traffic than ranking #1.
- ✓ **Social Media is Now a Sales Channel** – TikTok Shop & influencer marketing are turning engagement into direct purchases.
- ✓ **Voice & Direct Communication Are Growing** – Voice search & SMS/email marketing help businesses stay visible and connected with customers.

### Let's Talk

Schedule a quick discovery call with our Business Development Manager, Mike Flynn, to discover how we can help you thrive in today's digital landscape.

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