

Typical Buyers and Decision Influencers - Personal Care & Wellbeing

Personal care and wellbeing products can involve a wider range of decision makers than many traditional workplace categories. Because these products support comfort, hygiene, and day to day experience, the buying responsibility often sits across several roles. Understanding who is involved helps dealers identify the right conversations and position the category effectively.

Who typically makes the decisions

Facilities managers

Facilities teams often lead decisions about workplace provisions, especially when products relate to washrooms, shared spaces, or general workplace standards. They focus on practicality, reliability, and ensuring the workplace is well equipped.

They tend to look for:

- products that are easy to stock and maintain
- items that improve the overall standard of facilities
- solutions that work across different areas of the building

Office managers and administrators

Office managers frequently handle day to day purchasing for workplace essentials. They are often the first to notice gaps in provision or requests from employees.

They tend to prioritise:

- convenience and availability
- products that support everyday comfort
- items that help the workplace run smoothly

HR and people teams

HR teams are increasingly involved in decisions that relate to wellbeing, inclusivity, and employee experience. They may not manage the purchasing directly, but they often influence what should be provided.

They tend to focus on:

- supporting employee wellbeing
- creating an inclusive environment
- aligning provisions with organisational values

Wellbeing leads or champions

In organisations with dedicated wellbeing roles, these individuals often guide decisions about what should be offered to support staff. They may recommend products or set expectations for workplace standards.

They tend to look for:

- products that contribute to a positive workplace culture
- items that support comfort and preparedness
- sustainable or low waste options

Procurement teams

Procurement teams may be involved in larger organisations where purchasing is centralised. They ensure products meet budget, compliance, and supplier requirements.

They tend to prioritise:

- value
- consistency of supply
- alignment with organisational policies

Their priorities vary by organisation, but they typically look for solutions that balance quality, cost, and reliability.

Who influences the decision

Team leaders and department heads

These individuals often raise requests based on the needs of their teams, especially in environments with long shifts, physical roles, or varied working patterns.

Health and safety teams

While this category is not PPE or workwear, health and safety teams may still influence decisions where products relate to hygiene, comfort, or workplace standards.

Sustainability leads

Where organisations have sustainability goals, these individuals may influence choices around reusable, low waste, or eco friendly personal care products.

What different buyers care about

Different roles approach this category from different angles. Understanding these priorities helps dealers tailor conversations and anticipate questions.

- **Facilities managers** care about practicality, ease of maintenance, and consistent standards across the building.
- **Office managers** care about convenience, availability, and keeping the workplace running smoothly.
- **HR and people teams** care about wellbeing, inclusivity, and supporting a positive employee experience.
- **Wellbeing leads** care about comfort, preparedness, and products that contribute to a supportive culture.
- **Procurement teams** care about value, supply consistency, and ensuring products meet organisational requirements. Their priorities vary, but they generally look for a balanced, reliable solution.
- **Sustainability leads** care about low waste, reusable, and environmentally responsible options.

These priorities often overlap, which is why this category appeals to multiple stakeholders.

Why multiple roles are involved

Personal care and wellbeing products touch on several aspects of workplace experience. They relate to:

- facilities
- comfort
- hygiene
- inclusivity
- sustainability
- employee experience

Because of this, decisions often involve more than one person or department. Dealers who understand this can navigate conversations more effectively and identify the right stakeholders early on.

What this means for dealers

Dealers can benefit from recognising that this category opens doors to a wider range of contacts within an organisation. It allows them to:

- build relationships beyond traditional purchasing roles
- support customers in improving workplace experience
- introduce products that appeal to multiple stakeholders
- position themselves as partners who understand modern workplace needs

Understanding who is involved helps dealers approach the category with confidence and clarity.

Key takeaway

Personal care and wellbeing decisions are often shared across facilities, HR, office management, and procurement. Dealers who understand these roles can identify the right stakeholders, build stronger relationships, and support customers in creating workplaces that feel well equipped and considerate of everyday needs.