



RETAIL OPPORTUNITIES + INSIGHTS

Volume 1 Issue 1



2014

There were **2,837** products that went through Hamacher Resource Group's *New Item Review* process with new item dates.

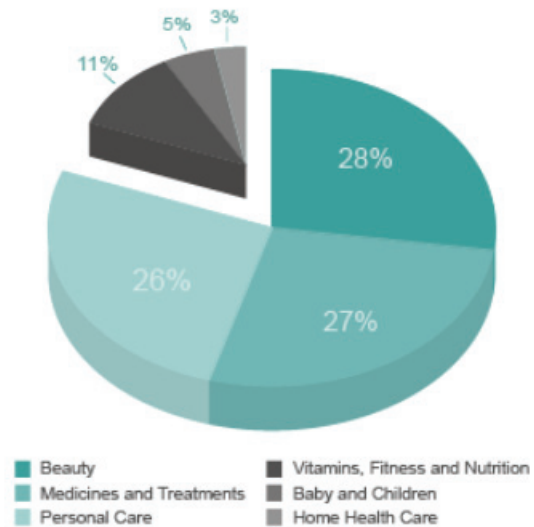
This spread included launches from **213** manufacturers in *Health, Beauty & Wellness* product categories.




Popular New Item Launches in 2014

The highest number of new item launches occurred within the **Beauty** categories, followed by **Medicines & Treatments**, then **Personal Care**.

In fact, those 3 categories made up over 80% of all new item launches.



Focus on Growth in Independent Pharmacies

Over the last 5 years,
5 categories show
strong 5 year trends:



Last year, HRG reviewed HBW category growth to determine which ones were excelling at independent pharmacy. We uncovered some interesting findings. Who would have guessed **Baby Care**, **Oral Care**, and **Skin Care** to be three of the five top categories showing strong five-year growth trends? [View the infographics](#) to discover the subcategories propelling sales in those categories.

Wondering if your OTC treatments are being recommended by pharmacists?



The Healthcare Distribution Management Association (HDMA) and HRG have released a new report, [Pharmacist and Patient Conversations at Independent Pharmacy](#), that highlights findings of research HRG conducted to learn more about pharmacist and patient interactions. The report includes which categories are growing, the most recommended, and more. Additionally, there are steps you can take to best position your brand within this unique channel. [View Report](#)

*"86% of independent pharmacies surveyed indicated their front-of-store was **growing** or **holding steady**."*

Everybody benefits from an objective viewpoint now and then

Are you:

- developing a new product or relaunching a product,
- facing limited distribution or targeting a new channel,
- rebranding or considering rebranding,
- struggling to connect with retailers, buyers, or consumers,
- introducing an established overseas product to the U.S., or
- considering a line extension?

A Collaborative Strategy Session with HRG's team of objective HBW retail experts can help you identify methods and tactics to reach your goals. The Sessions are results-oriented planning meetings with prioritized outcomes that drive the discussion. Spend a day with the HRG team and you'll leave invigorated and inspired. [Want to learn more?](#)

23,000 pharmacies with no single point of contact. How do you get your product onto their shelves?

CREATING A
WINNING CHANNEL STRATEGY:
INDEPENDENT PHARMACY



Seating is Limited!
Call 800.888.0889 to register today.

Recent Blog Posts

[A Tale of Two Products: Part 1](#)

[A Tale of Two Products: Part 2](#)

Upcoming Events

- MAR**
9-11 CHPA Executive Conference
- MAY**
5-6 Creating a Winning Strategy Workshop

IN.depth
INDEPENDENT PHARMACY COMMUNICATIONS

IN.d
PS
PRODUCT
SAMPLER

IN.d
CS
CATEGORY
SPOTLIGHT

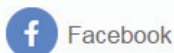
IN.d
PI
PRODUCT
INSIGHT

Are **37%** of the pharmacies in the U.S. **even aware** you exist?



Want an introduction?

Reach 10,000 independent pharmacies with your brand message in our targeted and newly refreshed IN.depth awareness bulletins. Example issues and a media kit can be found on our [website](#) or contact your HRG business development manager today at 800-888-0889 for more information.



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