



RETAIL **OPPORTUNITIES** + **INSIGHTS** FOR MANUFACTURERS

Volume 3 Issue 1

Our 2016 new item review by the numbers

In 2016, HRG evaluated 2,685 new-to-market products — a nearly 9% increase over 2015!



315 received a coveted HRG Star



Future Performance



Upcoming events

MAR
8-12 Natural Products
Expo West

MAR
19-22 CHPA Annual
Executive Conference

MAR-APR
28-1 Betances Annual
Pharmacy Business
Conference & Expo

Popular blog posts

[Looking for a planogram partner?](#)

[Choose well.](#)

[Standing out in seconds](#)

[A tradeshow display is a terrible](#)

[thing to waste](#)

Reach independent pharmacies with IN.depth



of independent pharmacists surveyed indicated that they order a product advertised in IN.depth within a month of receiving the issue

[IN.depth](#), our independent pharmacy communications program, received outstanding feedback from retailers last year! Below are a few comments from pharmacists surveyed in 2016 about what they find most valuable:

"[It includes] different and new products that I might not otherwise hear about."

"I like the products and I incorporate [them] into my OTC sections."

"Love everything about it."

If you'd like to learn more, or receive an IN.depth Media Kit, contact a Business Development Manager today at (800) 888-0889.

