Category Performance

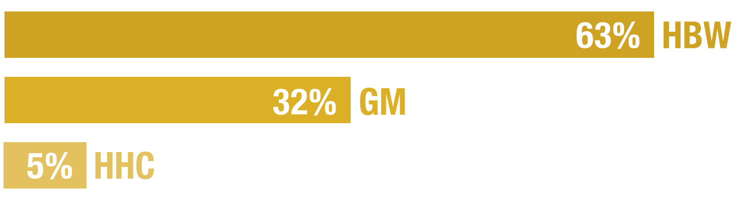
Independent Pharmacy Research Study

Independent Pharmacy Market in U.S.

NEW Information + Insights & Actions

POS Data

Units by Department



POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Dollars by Department

POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Top Categories by Units

HBW

1. Cold & Allergy
2. Vitamins & Dietary Supplements
3. Pain Relief

GM

1. Confections
2. Food & Beverages
3. Household Products

HHC

1. Diabetes Care
2. Home Diagnostics & Patient Aids
3. Incontinence

POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Top Categories by Dollars

HBW

1. Vitamins & Dietary Supplements
2. Cold & Allergy
3. Digestive Health

GM

1. Household Products
2. Food & Beverages
3. Greeting Cards, Associated Items

HHC

1. Assorted Home Healthcare
2. Diabetes Care
3. Home Diagnostics & Patient Aids

POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Top Five Health & Wellness Categories Comparison in Units

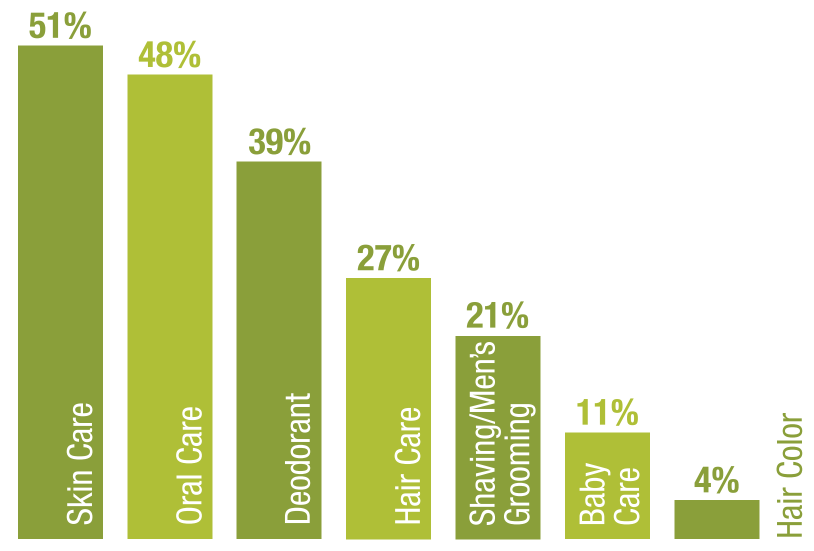
	Pharmacist	Shopper	POS Data
1	Cold & Allergy	Cold & Allergy	Cold & Allergy
2	Vitamins & Dietary Supplements	Pain Relief	Vitamins & Dietary Supplements
3	Pain Relief	Vitamins & Dietary Supplements	Pain Relief
4	Digestive Health	First Aid	First Aid
5	First Aid	Eye & Ear Care	Digestive Health

Based on 297 independent pharmacy shopper respondents; respondents selected all that apply. Based on 1,214 independent pharmacist responses; respondents were asked to select only three. POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Insights & Actions

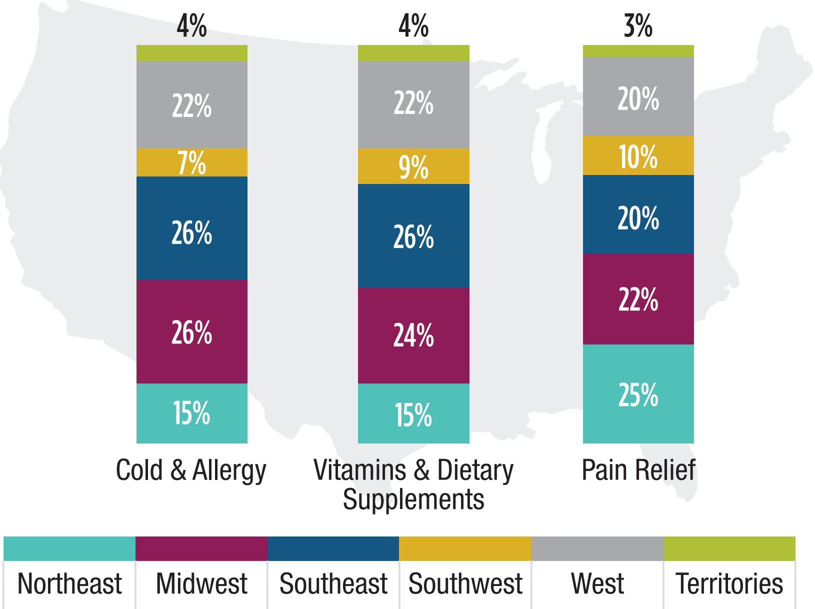
Oral care and eye & ear care appear to be underdeveloped opportunities within independent pharmacy. Adjust your assortment and promote it to maximize sales within these categories.

Categories Customers Shop at Their Independent Pharmacy – Personal Care



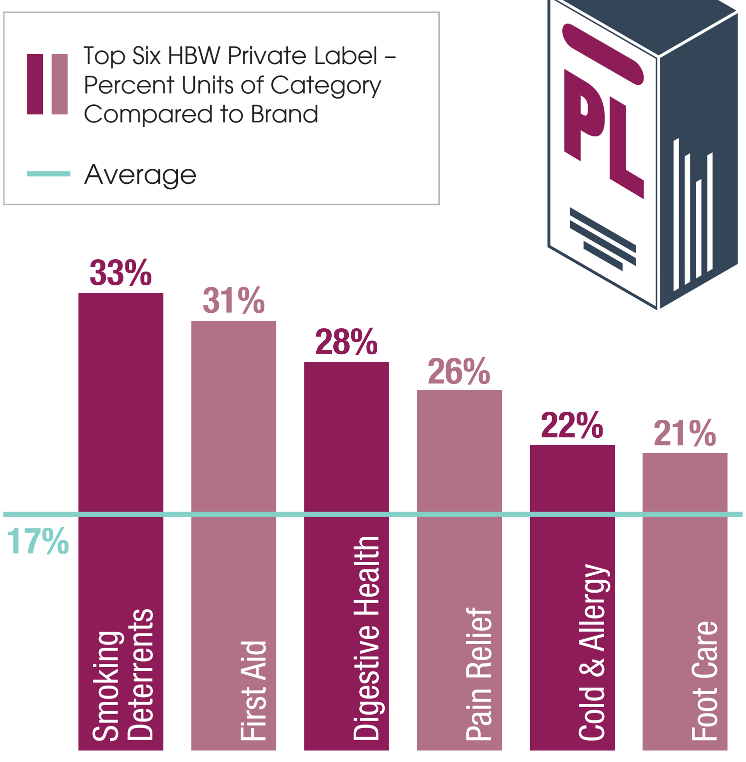
Based on 323 independent pharmacy shopper respondents. Respondents selected all that apply.

Top Categories by Region



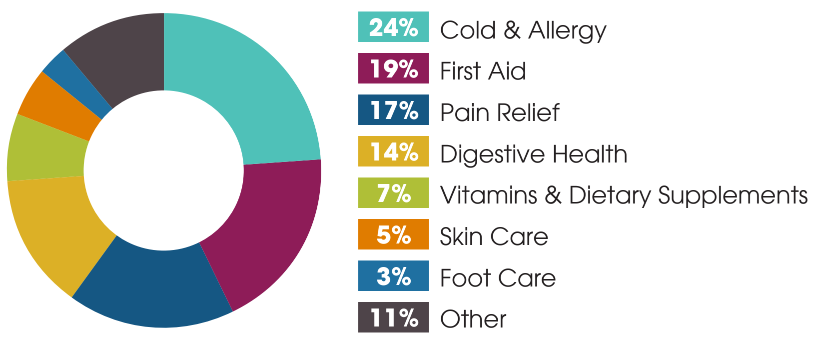
Based on 406 independent pharmacist respondents. Respondents were asked to select only three categories.

HBW Private Label Contribution to Category by Units



POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Percent of HBW Private Label Units



POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Insights & Actions

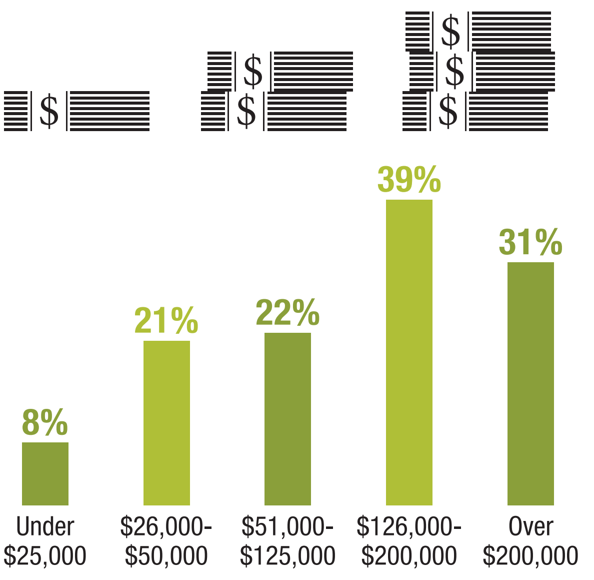
Three categories represent close to 60% of all private label (PL) HBW unit sales. Ensure that an adequate assortment of PL is stocked, especially of those that compare to top-selling national brands.

Top Categories by Age

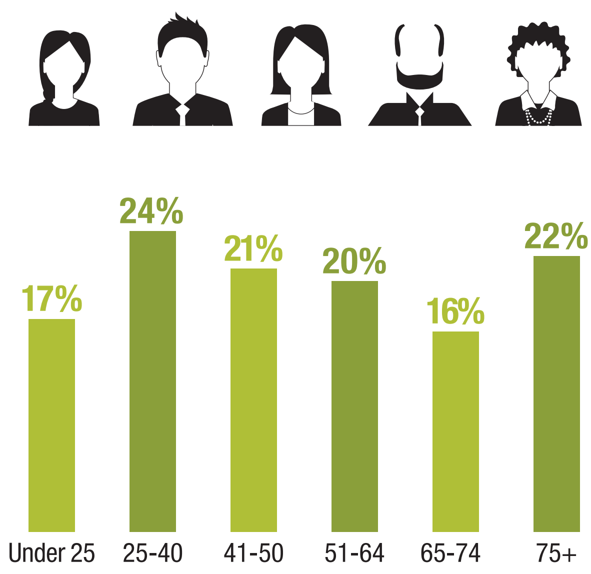
Under 40	40 - 64	65+
TOP CATEGORIES	TOP CATEGORIES	TOP CATEGORIES
Cold & Allergy	Cold & Allergy	Cold & Allergy
First Aid	First Aid	Pain Relief
Pain Relief	Vitamins & Dietary Supplements	Vitamins & Dietary Supplements

Based on 319 independent pharmacy shopper respondents. Respondents selected all that apply.

Percent of CBD Purchasers by Income – at Independent Pharmacy or Elsewhere



Percent of CBD Purchasers by Age – at Independent Pharmacy or Elsewhere



Based on 319 independent pharmacy shopper respondents. Respondents selected all that apply. *POS scan data, 8/1/2019 – 7/31/2020 from 136 stores.

Insights & Actions

The target segment for CBD tends to be the middle of the market, whether it is age or income; the likelihood of trying it is also higher in these middle groups. Develop marketing and promotion strategies to reach these most receptive shoppers.

HRG HAMACHER RESOURCE GROUP

Independent Pharmacy Research Study

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