

Category Importance

Growth Drivers

Categories Outperforming at Independent Pharmacy



Independent pharmacy captured a **\$22 million** increase within *four key categories*:

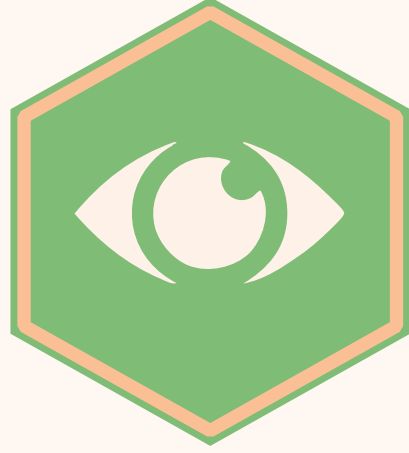


..... In the
Top performing categories
 at independent pharmacy – the subcategories driving that growth are:

first aid dressings, anti-itch remedies, first aid kits, lice treatments



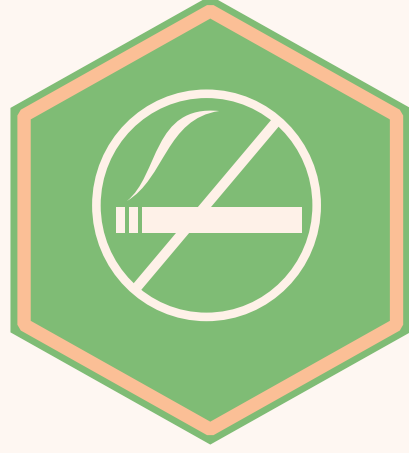
eye preps, contact lens care, ear care, eyeglass & lens accessories



antifungal medicines lead



patches dominate at independents



There are common category adjacencies to follow for the **six "outperforming" categories**, based in part upon known market basket similarities as well as their inclusion of complementary products.

Common Category Adjacencies

Main Category	Common Adjacencies
First Aid	Foot Care, Incontinence, HHC
Eye/Ear Care	Vitamins/Supplements
Sun Care	Skin Care
Smoking Deterrents	Vitamins/Supplements, Oral Care
Incontinence/HHC/Diabetes	First Aid, HHC
Foot Care	First Aid

The composition of outperforming categories in independent pharmacies favors **medicinally-focused** items.



POS Data Nugget

Cold & Allergy, Pain Relief, and First Aid accounted for **nearly 20%** of unit sales.