

THE Market Basket

The independent pharmacy patient comes in with a **health concern**

She starts by shopping the **primary** category that offers treatments.

Then shops items from several



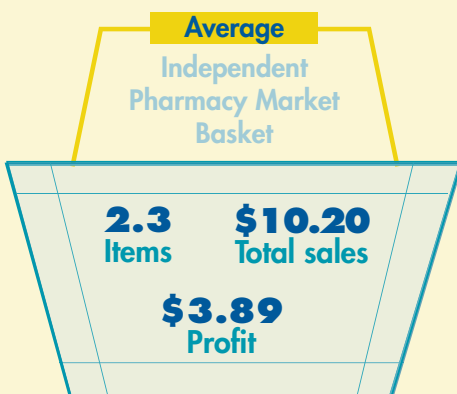
to help alleviate symptoms or side effects.



Data Nugget

There are categories consumers naturally shop together.

Understanding companion sales can be as simple as studying customer behavior.



Increases in market basket can be attributed to both companion items and category adjacencies

POS Data	vs.	Growth Driver
<p>Cold & Allergy confections, pain relief, food/beverage, digestive, vitamins</p> <p>Digestive Health cold & allergy, pain relief, vitamins, confections, food/beverage</p> <p>Pain Relief cold & allergy, confections, digestive, vitamins, food/beverage</p> <p>Skin Care confections, oral care, cold & allergy, household, first aid</p> <p>Vitamins/Supplements cold & allergy, pain relief, digestive, confections, food/beverage</p>	<p>Compare what POS Data reveals as typically found in the Market Basket to what is found in the Market Basket of Growth Driver Categories.</p>	<p>First Aid cold & allergy, confections, pain relief</p> <p>Eye/Ear Care cold & allergy, confections, oral care</p> <p>Sun Care gifts/novelty, skin care, confections</p> <p>Smoking Deterrents food/beverage, confections, vitamins</p> <p>Foot Care first aid, confections, cold & allergy</p>