

Shopper Profiles

Independent Pharmacy

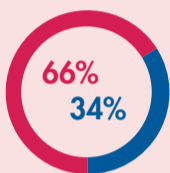
Shopper Profiles — At a Glance

Engagement

Shopper Segment	Method
Efficient Economist	In-store media and circular/coupons
Conscientious Carer	One-to-one counseling and education resources
Long-time Loyalist	In-store merchandising and RPh recommendations
Grab-and-Go Getter	At-shelf signage, endcaps, and solution center
Apathetic Actives	Vitamin and supplement promotion

The Efficient Economist

Female/Male



Age: 51-64+

Purchases: Majority planned

Frequency: At least once per month

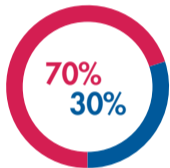
How to attract: Merchandise a broad assortment of health-focused items, especially "everyday essentials." Remember this shopper's higher-than-average consumption of vitamins, nutritionals, and home fitness products. Offer speedy, personal assistance.

Rx/OTC



Conscientious Carer

Female/Male



Age: 41-74

Purchases: Majority planned

Frequency: At least once per month

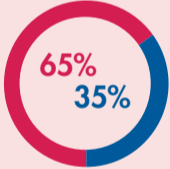
How to attract: Merchandise a strong assortment of home health care, wound care, nutrition, skin care, and OTCs. Ensure the pharmacist is accessible for consultation.

Rx/OTC



Long-Time Loyalist

Female/Male



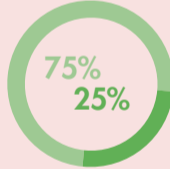
Age: 65+

Purchases: Planned and impulse

Frequency: At least once per month

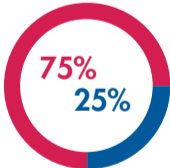
How to attract: Health-focused products as well as personal care items both find their way into this shopper's basket with each visit. Reward their loyalty with a high-touch, personal approach.

Rx/OTC



Grab-and-Go Getter

Female/Male



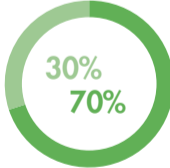
Age: Under 25 to 40

Purchases: Planned

Frequency: As needed

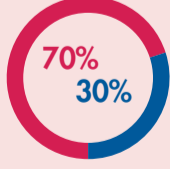
How to attract: Offer interesting and relevant general merchandise in addition to core OTCs that meet common health needs. Pay close attention to maintaining helpful signage or other shelf navigation tools.

Rx/OTC



Apathetic Actives

Female/Male



Age: Under 26 to 64

Purchases: Mostly planned

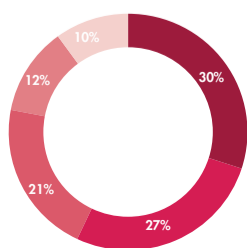
Frequency: Once per month

How to attract: Keep it simple. Offer a limited assortment that is very easy to shop. Include the category's top sellers, and plenty of private label. Make health-related advice available in printed or digital form.

Rx/OTC



Shopper Profile Types



- Efficient Economist
- Conscientious Carer
- Long-Time Loyalist
- Grab-and-Go Getter
- Apathetic Actives