

The Drug Store Shopper - US - January 2013

Report Price: £2467 | \$3995 | €3108

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"Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar."

– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- How is the aging population impacting the drug store market?
- As healthcare costs rise, how will consumers utilize drug stores?
- How has increased competition from other channels affected drug stores?
- How central are pharmacies to the drug store experience?

Total drug store sales were valued at \$230 billion in 2011 and are expected to be similar in 2012, at \$229 billion. Though the industry remained stagnant between 2011 and 2012, the aging population, rising healthcare costs, and improvements to drug stores will help drive long-term growth in this market. Health and beauty care items represent the largest segment of drug store sales, with HBC sales reaching \$25.6 billion in 2012. Overall sales at drug stores are expected to grow by 18% between 2012 and 2017, reaching \$269 billion in 2017.

This report focuses on drug stores, and offers sales trends, profiles of major players in the U.S. market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

For the purposes of this report, Mintel has defined a drug store as:

A retail store where a primary component of the store is a pharmacy, selling prescription medicine and staffed with a pharmacist. Other categories commonly found at drug stores include over-the-counter medicine, beauty and personal care, household needs, and a limited selection of food. When referring to "drug stores" this report considers those that are traditional drug stores, not including other retailers with pharmacies such as grocery stores, warehouse clubs, or mass merchandisers.

This report has two key objectives:

To quantify the size of and trends within the drug store market and key CPG segments sold through drug stores.

To identify the shopping behaviors and preferences among drug store shoppers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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