

Drug Store Retailing - US - February 2016

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"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

- Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Drug stores can expect continued moderate growth
- Drug stores in fierce competition with Walmart and "other" channels
- Lack of awareness about in-store retail health clinics

As such, traditional drug stores have had to refine their models to focus on departments outside of their core areas of strength (medications) such as beauty and personal care and food and drink. US retail sales at drug stores are expected to steadily rise. This growth will be fueled by an aging society, a more diverse population, and consumers' increased interest in improving their health and wellness. Health management options and overall purchase incidences will continue to shift online, and consumers will continue to seek affordable options (such as in-store retail clinics) to obtain healthcare and other drug store needs in light of never-ending escalation of healthcare costs.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Drug stores can expect continued moderate growth

Figure 1: Total US drug store revenues and fan chart forecast, at current prices, 2010-20

Drug stores in fierce competition with Walmart and "other" channels

Figure 2: Drug stores shopped, November 2015

Lack of awareness about in-store retail health clinics

Figure 3: Reasons for not visiting health care clinics, by age, November 2015

The opportunities

Beauty is a growth opportunity

Figure 4: Items purchased, November 2015

Humanizing the store via personalized health and wellness services

Figure 5: Ways of managing health, November 2015

Dual-pronged targeting strategy

Figure 6: Select influencers that would encourage more drug store shopping and attitudes about drug store shopping, by generations, November 2015

What it means

The Market – What You Need to Know

Slow but steady growth expected for drug stores

Over one third of Americans are obese, but will the tide shift in light of new tools and technology to aid in health management?

Healthcare costs are unruly

Market Size and Forecast

Drug stores' sales continue to slowly rise

Figure 7: Total US drug store revenues and fan chart forecast, at current prices, 2010-20

Figure 8: Total US drug store revenues and forecast, at current prices, 2010-20

Market Breakdown

Prescriptions continue to drive the majority of drug store sales

Figure 9: Total US drug store revenues and forecast, by segment, at current prices, 2010-20

Figure 10: Total US drug store revenues and forecast, by segment, at current prices, 2013 and 2015

Market Factors

Drug stores in prime position to aid America's elderly

Marketing outreach to Hispanics and Blacks should be a priority among drug store retailers

Figure 11: US population, by race and Hispanic origin, percentage of total population, 2010-20

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America's obesity problem worsens

People are investing in their health and wellness

Healthcare and medical care costs keep rising

Figure 12: Personal consumption expenditures on healthcare, 2005-15

Smaller store formats and stand-alone health clinics make healthcare more accessible

Figure 13: Drug stores shopped, by area and select retailers, November 2015

Key Players – What You Need to Know

Consolidation continues, giving leading drug stores more leverage

Retail health clinic visitation remains low, but is expected to pick up quickly as drug stores place emphasis on these assets

Healthcare is becoming more personal

What's Working?

Consolidation escalates leverage

Walgreens Boots Alliance (WBA)

CVS Health

Walmart

What's Struggling?

Retail health clinic visitation remains low but is expected to develop

Figure 14: Retail health clinic visitation, 2013- 15

Who will drive this growth and what motivates them?

Figure 15: Retail health clinic visitation, by select demographics, November 2015

Figure 16: Reasons for visiting health care clinics, November 2015

What are the barriers to adoption?

Figure 17: Reasons for not visiting health care clinics, November 2015

Recent retail advancements support growth estimates

Walgreens Health Clinic

CVS Health MinuteClinics

Walmart

Target

What's Next?

Expect more personalization in all forms

Personalization via "my health, my way" in-store services

Figure 18: Role technology plays – Any usage/interest, by generation, November 2015

Personalization via more automated healthcare and online privacy

Figure 19: Personal health management, health record and personal health record, November 2015

Personalization via front-door service

The Consumer – What You Need to Know

Most people get drug store needs from places other than drug stores

Drug stores are becoming more of a destination for HBC buyers

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Drug stores can foster better health management
Building loyalty in a fickle landscape

Drug Stores Shopped

Cross-channel competition intensifies

Figure 20: Drug stores shopped – Any, November 2015

Figure 21: Retailers or channels shopped, November 2015

Drug stores must retain share of older and multicultural consumers

Figure 22: Any traditional drug stores shopped, by select demographics, November 2015

Items Purchased

Drug stores are a key destination for beauty products

Figure 23: Items purchased, in-store or online, November 2015

Figure 24: Select items purchased online, November 2015

Figure 25: Select attitudes about drug store shopping, by select demographics, November 2015

Influencers That Would Encourage More Drug Store Shopping

Consumers can earn incentives just by taking better care of themselves

Figure 26: Influencers that would encourage more drug store shopping, November 2015

Multicultural consumers are especially influenced by loyalty program benefits

Figure 27: Agreement that better loyalty program benefits would encourage more drug store shopping, by race and Hispanic origin, November 2015

Drug stores should shoulder the responsibility of caring for an aging society

Figure 28: Select influencers that would encourage more drug store shopping, by generations, November 2015

Ways of Managing Health

High interest in new and engaging ways to track and monitor health

Figure 29: Ways of managing health, November 2015

Hispanics highly interested in ways to manage their health

Figure 30: Ways of managing health, by race and Hispanic origin, November 2015

Knowing how customers want to manage their health can guide drug stores' targeting efforts

Figure 31: Ways of managing health, by drug stores shopped, November 2015

Attitudes toward Drug Store Shopping

More drug stores extending into private label and store brand

Figure 32: Attitudes toward drug store shopping, November 2015

Figure 33: Nice! private label brand display in Duane Reade, New York City, January 2016

Brands' allegiance toward "healthiness" can appeal to customers who share those values

Figure 34: Agreement to shopping more at stores that support a healthful lifestyle, by generation, November 2015

Telehealth options appeal to multicultural drug store shoppers

Figure 35: Select attitudes toward drug store shopping, by race and Hispanic origin, November 2015

Appendix – Data Sources and Abbreviations

Data sources

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Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 36: Total US drug store revenues and forecast, at inflation-adjusted prices, 2010-20

Figure 37: Drug store sales and forecast of health, beauty, and personal care products, at current prices, 2010-20

Figure 38: Drug store sales and forecast of health, beauty, and personal care products, at inflation-adjusted prices, 2010-20

Figure 39: Drug store sales and forecast of food and beverages, at current prices, 2010-20

Figure 40: Drug store sales and forecast of food and beverages, at inflation-adjusted prices, 2010-20

Figure 41: Drug stores sales and forecast of other products*, at current prices, 2010-20

Figure 42: Drug stores sales and forecast of other products*, at inflation-adjusted prices, 2010-20

Figure 43: Population by age, 2010-20

Figure 44: Percentage of people aged 20 or older who are at a healthy weight, overweight, or obese, 2009-12

Appendix – The Consumer

Figure 45: Drug stores shopped – Past four weeks, July 2010-September 2015

Figure 46: Drug store shopping frequency – Past four weeks, July 2014-September 2015

Figure 47: Coupon redemption at drug stores, July 2010-September 2015

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