

The Drug Store Shopper - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clamoring to become consumers’ primary destinations for their drug store needs including OTC and prescription medications.”

– Diana Smith, Senior Retail & Apparel Analyst

This report looks at the following areas:

- Are older consumers really drug stores’ core customers?
- What role do Hispanics play in the current drug store retailing environment?
- How can drug stores continue to solidify their commitment to consumers’ health and well-being?

Total US retail sales at drug stores reached almost \$240 billion in 2014, or an increase of nearly 2.5% from 2013. Sales are expected to grow steadily through 2019 to just under \$280 billion, or almost a 15% increase on the previous year. This growth is being influenced by growing populations of key demographic groups – namely adults 55+ and Hispanics. Lingering obesity rates will continue to impact the market as well as the effects of more people now having health care coverage as a result of the Affordable Care Act being implemented. While increasing competition from other channels like mass merchandisers and grocery chains are encroaching on traditional drug stores’ territory, most people still visit drug store pharmacies to fill prescriptions. Retail health clinics have low visitation rates at present but represent an opportunity for future growth as the number of clinics in the US continues to expand.

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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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