

Pharmacy Retail - China - November 2016

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“Pharmacy retailing is growing continuously and is expected to expand further, thanks to the solid consumer needs, pharmacies’ business expansions as well as the medical reform. Offline pharmacies today are seeking growth by acquisitions, while online pharmacies face more uncertainties under the new regulation despite their innovative instincts.”

Jessica Jin, Associate Director of Research

This report looks at the following areas:

- **Professionals resource becomes the key in battle-field**
- **How well are online pharmacies competing with offline?**

Covered in this Report

This Report covers both online and offline health and pharmacy retailers. This includes sales of all types of goods and services in pharmacies.

Of note, the market size and forecast will cover offline and online sales of pharmacies, but excludes online sales of pharmacy sections of comprehensive online shopping websites and overseas online pharmacies.

Offline

Pharmacy chain (eg TongRenTang, Nepstar Drug store)

Pharmacy in a hospital/community hygiene centre/clinic

Pharmacy section in a health and beauty chain store (eg Watsons, Mannings)

Pharmacy section in a hypermarket/supermarket

Independent pharmacy

Pharmacy section in a convenience store

Online

Official website of pharmacy chain (eg the online shopping sites of Nepstar, Jinxiang)

Specialised online pharmacy retailer (eg yaofang.com, J1.com)

Pharmacy section of a comprehensive online shopping website (eg yao.tmall.com, channel.yhd.com/yao)

Overseas online pharmacy (eg iHerb, Bodyguard Apotheke)

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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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The Market – What You Need to Know

Continuous growing market with positive regulation changes

Overall, moderate store expansion, but rapid growth of chain pharmacy

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B2C

O2O

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