

Drug Store Shopper - Canada - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Canadians remain faithful to traditional drug stores for their drug store needs. However, the convenience of one-stop-shopping at other retailers poses a threat to patronage."

Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Drug stores face competition from other retailer types
- Appeal of drug store shopping is weaker amongst men
- Drug store shopping occurs primarily in-stores

Positively, Canadians still see drug stores as differentiated in their expertise. Having said this, diversification of products and services has worked to draw in a wide range of customers, showing that a multipronged strategy will continue to be necessary to maximize shopper engagement – especially considering the wide range of demographic segments who shop at drug stores. As consumer definitions of health and wellness evolve, drug stores would do well to cater to the shifting focuses to maximize audience interest.

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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

Executive Summary

The Market – What You Need to Know

Market Factors

Key Players – What You Need to Know

What's Working?

What Are Some Areas of Concern?

What's Next?

The Consumer – What You Need to Know

Shopping Location for Drug Store Needs

Items Purchased

Attitudes towards Shopping at Drug Stores

Loyalty and Drug Store Shopping

Interest in Mobile Support

Canadians vs Americans – Shopping at Drug Stores

Appendix – Data Sources and Abbreviations

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