Pharmacy Retail - China - December 2014

Report Price: £2463.80 | $3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The pharmacy retailing market in China is fragmented and competitive. While competition is increasing, to stay ahead of the game, players are facing the challenges of diversification and differentiation. Embracing the latest the technology and digital revolution is a crucial factor to stay ahead. " – Wenwen Chen, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- Consumers' general behaviour towards aliments;
- Pharmacy retailers visited;
- Products shopped in pharmacy retailers;
- Consumers' choice criteria towards brick and mortar pharmacies;
- Consumers' choice criteria towards online pharmacies;
- Consumers' general buying habits in pharmacies.

DID YOU KNOW?

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

Pharmacy Retail - China - December 2014

Report Price: £2463.80 | $3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents