

## The Drug Store Shopper - US - January 2014

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

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“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high priorities and provide a strong defense.”  
 – Ali Lipson, Senior Retail & Apparel Analyst

### This report looks at the following areas:

- How are traditional drug stores evolving in a competitive market?
- Is online shopping a threat to brick-and-mortar drug stores?
- Are retail health clinics a viable alternative to traditional care?
- How can drug stores encourage shoppers to spend more?

Total drug store retail sales reached \$235 billion in 2013, and are expected to increase by more than 2% in 2014 to reach \$240 billion. Drug store retail sales are expected to rise 12% between 2013 and 2018, reaching \$263 billion in 2018. The growing aging population and their related health concerns, changes in healthcare and the expansion of retail health clinics will impact this market over the next few years.

This report builds on the analysis presented in Mintel's *The Drug Store Shopper—US, January 2013 and January 2012*.

This report focuses on drug stores, and offers sales trends, profiles of major players in the US market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors.

For the purposes of this report, Mintel has defined a drug store as:

A retail store where a primary component of the store is a pharmacy -- selling prescription medicine and staffed with a pharmacist. Other categories commonly found at drug stores include over-the-counter medicine, beauty and personal care, household needs, and a limited selection of food. When referring to "drug stores" this report considers those that are traditional drug stores, not including other retailers with pharmacies such as grocery stores, warehouse clubs, or mass merchandisers.

This report has the following objectives:

- To quantify the size of and trends within the drug store market and key CPG segments.
- To identify the shopping behaviors and preferences among drug store shoppers.
- To review the role and position of the drug store in the light of pharmacy operations in other stores, consumers' preferences for online engagement and the impact of the Affordable Care Act

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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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