

Pharmacy Retailing - Brazil - January 2015

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“Considering the fact that 26% of consumers cite variety of products as an important factor when deciding where to buy, pharmacies and drugstores should offer a wider range of products. Generic medicines are largely popular in pharmacies and drugstores, but not as much as in other countries, such as the US.”

– Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- Wide range of products is an important factor for consumers of beauty and personal hygiene products in pharmacies
- Consumers are increasingly looking for generic medicines in Brazilian pharmacies and drugstores
- Impulse buying products, such as confectionery and non-alcoholic drinks, could be a good opportunity for pharmacies to increase sales

The OTC (over-the-counter) medicines market has grown in the last few years. Consumers who buy products in pharmacies prioritize price when deciding where to shop. Most consumers associate pharmacies with medicines, but this is likely to change as these channels are increasingly starting to sell beauty, personal hygiene, and convenience products.

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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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