

Pharmacy Retailing - Brazil - January 2016

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“In order to afford medicine, seniors and soon-to-be seniors may be forced to work beyond retirement. But beyond that, retailers and brands can educate consumers on how to best budget their money and continue preparing for their future. Price plays an important role and with planned cuts from the government ahead, the purchase of medicines will become more expensive.”
 – Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Targeting an aging population
- Targeting OTC medicine and vitamins to sportsmen/women

The OTC (over-the-counter) medicines market has grown: in 2014, it grew 10% in value compared to 2013. Brazilians who buy products in pharmacies/drugstores prioritize location and price when deciding where to shop. Sales of vitamins and minerals had growth of 12% in the same period. The increasing interest of younger consumers in the category is contributing to sales growth.

Different tools can be used to help customers to better monitor and manage their health, and retailers should provide enhanced services to help clients, especially kiosks for self-screening, as these are highly sought after. Such services can provide value, and extend services to consumers besides offering lower prices and promotions.

Location, low price and special offers play an important role in attracting more consumers to pharmacies/drugstores as well as a wide range of products available and 24 hour services.

Products covered in this report

This report covers the pharmacy retailing market in Brazil.

Market size is based on sales of OTC medicines in all retail channels, including direct sales to consumers. This includes:

- Analgesics (painkillers) and antipyretic drugs (to prevent or reduce fever)
- Anti-cough/cold/flu products: decongestants and flu medicine
- Dermatological products: skincare products, dermatological creams and antipsorics (anti-skin irritation)
- Gastrointestinal products: antinauseants/stomach and diarrhea/laxative medicines
- Vitamins and minerals (not including supplements)

In addition, other products commonly sold in pharmacy retailers were included in the consumer research, but are not in the market data:

- Health devices (eg inhalers, humidifiers)
- Ready-to-drink (RTD) beverages (eg juice, water, isotonic drinks)
- Confectionery
- Children's products other than medicines (eg diapers, children's hygiene products)
- Beauty products (eg makeup)
- Sunscreen lotion
- Personal hygiene products (eg shampoo, soap, deodorant)
- Prescription medicines

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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 OTC medication market grew 10% in 2014

The vitamins and minerals market grew 12% in 2014

The OTC medication market is expected to grow 7.5% in 2015

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- Non-ingested is by far the most popular format among OTCs
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