

The Walgreens Shopper - US - February 2016

Report Price: £4319.37 | \$6995.00 | €5486.94

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Mintel's *The Walgreens Shopper* provides an in-depth exploration of the shopping experience at Walgreens. This report uncovers specific attitudes and shopping behaviors related to Walgreens and key categories within the store.

This report looks at the following areas:

- A profile of the Walgreens Shopper
- Why customers shop at Walgreens
- Shopper perceptions regarding where Walgreens excels
- Challenges shoppers have at Walgreens
- Category specific attitudes and behaviors

Mintel is piloting a program of syndicated reports focused on shoppers at a variety of channels and retailers within each channel. Within a particular retailer, shopper perceptions and behaviors regarding specific categories (ie Beauty, Grocery/Food/Drink, Household) and subcategories (makeup, salty snacks, cleaning products) are further explored. This research has been independently conducted by Mintel, and not in partnership with any retailers mentioned in any of the reports.

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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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Background and objectives
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Quantitative Methodology:
Qualitative methodology

Key Takeaways

Walgreens' convenience has trade-offs – namely, spending more money
Product and brand selection at Walgreens is appealing, though primarily driven by key categories – Beauty and Home Healthcare
Leveraging store associates
Make Walgreens trips more efficient
Increase basket size among shoppers who walk into Walgreens without a specific plan
Walgreens' digital experience

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Figure 1: Demographic profile of Walgreens shoppers

Shopper Demographic Profile Summary: Hispanics and Millennials are key demographics for Walgreens
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Moderate Shoppers (2-4 trips/month)
Light Shoppers (1 trip/month)
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Spotlight on Millennials: A third of Walgreens shoppers are Millennials

Why Shop at Walgreens?

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Convenience
Store environment
Selection
Price/promotions

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In their words...
Balance Rewards program
In their words...
Digital offers
In their words...

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Price

In their words...

Product and brand selection

In their words...

Navigation and in-stock issues

In their words...

Trip Drivers and Preshopping Activity

In their words...

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Opportunity: browsers

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In their words...

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In their words...

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In their words...

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In their words...

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