

# The CVS Shopper - US - February 2016

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

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

## This report looks at the following areas:

- A profile of the CVS Shopper
- Why customers shop at CVS
- Shopper perceptions regarding where CVS excels
- Challenges shoppers have at CVS
- 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  
Methodology  
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Qualitative methodology

### Key Takeaways

CVS shoppers praise the ExtraCare program  
Organization and brand offerings appeal to CVS shoppers in many categories – Beauty and sweet snacks stand out  
Retaining shoppers  
Increase basket size among planners  
CVS shoppers are likely to proactively engage with the brand prior to shopping trips

### Who Is the CVS Shopper?

Figure 1: Demographic profile of CVS shoppers

Shopper demographic profile summary: Women and Hispanics are key demographics for CVS  
Spotlight on women: 54% of CVS shoppers are female  
Spotlight on Hispanics: Nearly one in five shoppers are Hispanic

### Why Shop at CVS?

Figure 2: Key importance and performance metrics for CVS

Convenience  
Rewards program  
Selection  
Price/promotions

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ExtraCare program  
In their words...  
Product selection  
In their words...  
Convenience  
In their words...

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Price  
In their words...  
Website  
In their words...

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Employee engagement

In their words...

## Trip Drivers and Preshopping Activity

Planning is common among CVS shoppers, yet they may be swayed to buy items on impulse

Opportunity: Planners

Opportunity: Impulse shoppers

Figure 4: Planned versus unplanned purchases, among those who purchased at least one item at CVS

More than one quarter of shoppers are persuaded by visual cues

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In their words...

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In their words...

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In their words...

Candy/gum/mints aisle weakness at CVS

Candy/gum/mints decision process at CVS

In their words...

Salty snacks – Deep dive

Salty snacks aisle strengths

In their words...

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In their words...

Salty snacks decision process

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## Home Healthcare

### What you need to know

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