

Drug Store Retailing - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands."

- Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- The role of drug stores
- The role of technology
- The beauty opportunity
- The food and drink opportunity

Drug stores are focused on retention while at the same time trying to evolve to modernize store formats, expand product offerings and services within and beyond the pharmacy, and build ecommerce. Digitization and a fresh, fearless approach to new partnerships are important undercurrents in this evolution. While this may not be the "year of Amazon" in the drug store/healthcare industry, the threat is looming larger than ever, causing drug stores and others with pharmacies to actively try to prepare for what this could mean.

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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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Amazon and AARP
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 Walgreens and Microsoft team up to tackle the future of healthcare
 Increasing employee productivity through digital devices

The Consumer – What You Need to Know

Drug stores are losing shoppers
 Men are a prime target
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