

VALASSIS SURVEY UNCOVERS

WHAT MATTERS TO CONSUMERS WHEN CHOOSING A DRUGSTORE

An "Awareness-to-Activation Study" from Valassis* explores consumers' drugstore purchasing preferences and habits for prescriptions and other items. As these results show, focusing on customers' top priorities like convenience and discounts can help drugstores stay competitive.



CONVENIENCE IS KING

When choosing a drugstore for prescriptions, shoppers ranked location first. Proximity to home was the top reason for choosing a drugstore — followed by stores with several convenient locations, drive-thru pharmacies, and short wait times.

#1

PROXIMITY TO HOME



LOCAL TARGETING WORKS

For nonprescription drugstore purchases, having a location near home was the No. 1 deciding factor for shoppers. Deals in printed store circulars came in second place.



DISCOUNTS DRIVE DECISIONS



More than half (**57%**) of shoppers said an attractive discount or coupon drives their purchases.



80% of drugstore shoppers have used manufacturer coupons.

Consumers — especially millennials, parents, and millennial parents — shop more at drugstores that provide personalized discounts.

50%
MILLENNIALS

56%
PARENTS

61%
MILLENNIAL PARENTS

IN-STORE SERVICES ARE VALUABLE FOR PARENTS



70% of parents have used any in-store services, like:

- pharmacist consultations
- back-to-school immunizations
- clinics
- home delivery
- health screenings

What's more, parents are likely to make multiple impulse purchases once they're inside a drugstore.

53%
PARENTS

63%
MILLENNIAL PARENTS

PRINT ADS ARE STILL POPULAR

Good deals in store circulars can sway consumers' drugstore loyalties.



71% of millennial parents will shop at a drugstore other than their primary store if a print ad touts a good deal.

55%

Another **55%** would switch drugstores if they stopped receiving their drugstore print circular with sales and discounts.



STRONG LOYALTY PROGRAM DISCOUNTS CAN DRIVE DRUGSTORE TRIPS



Nearly **three-quarters** of consumers belong to loyalty programs.



41% of parents said a loyalty program with substantial discounts would sway them to shop at a drugstore they don't usually visit.

For more information on how Valassis can help your company reach out to consumers and move them from ad to action, call us at 866-532-2507 or visit valassis.com.

*Valassis "Awareness-to-Activation Study," conducted by NPD, 2019.

