



Understanding your pharmacy shoppers

Bayer Consumer Health's Shopper Segmentation Research

Background and context

Bayer Consumer Health's shopper segmentation research¹ sought to distinguish what motivates and influences consumers when they are in the process of shopping, ultimately looking to answer the fundamental question of why some customers buy and some don't?

The research has helped Bayer to profile UK shoppers into different segments that are reflective of the attitudes and behaviours of today's shopper.

These insights have fed directly into the content of the *Business Fit for the Future* module series which looks at two of the segments, giving guidance and advice to help guide your approach to dealing with these particular types of pharmacy customers. Applying this knowledge will enable pharmacy teams to make more accurate predictions about expected behaviour and in turn develop the retail offering to ensure your pharmacy is as valuable as possible today and in years to come.

Robust data sample

The research involved a national representative sample of 4,000 adults to give a true picture of the UK population. Attitudes and behaviours were assessed on a host of health and wellbeing themes which resulted in the collation of eight shopper segments that share similar outlooks, attitudes and values. These cohesive groups of shoppers combined give a picture of the UK customer landscape.



Reference:

1. Shopper Segmentation Research. 2017. Completed by Truth for Bayer Consumer Health





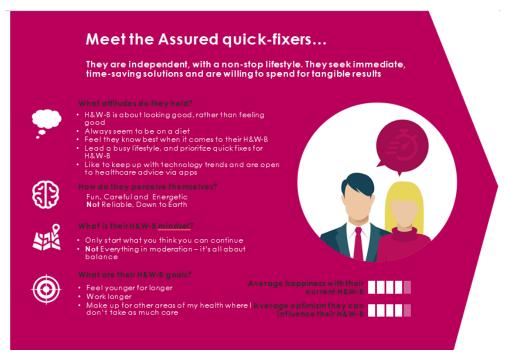
Pharmacy shoppers

Whilst all the segmentations outlined above will interact with community pharmacy at some point, the first module in the *Business Fit for the Future* series outlines the two shopper profiles whose interest in health and wellbeing makes them most likely to spend in community pharmacies:

- Anxious investors
- Assured-quick fixers

More information on each profile can be found below:





Reference:

1. Shopper Segmentation Research. 2017. Completed by Truth for Bayer Consumer Health