Of the 23 HBW categories, the top 11 provide more than 85% of the dollar sales.

Even when excluding Diabetes Care, the remaining 10 categories outsell the bottom 11 by a ratio of 4:1.

Over the last 5 years, 5 categories show strong 5 year trends:

- Oral Care
- Skin Care
- Diabetes Care
- Cold & Allergy
- Baby Care

If you want to grow your front-end, these are the categories to pay attention to.
The Skin Care category has shown consistent strong gains at independent pharmacy over the last three years.

Four subcategories make up nearly 50% of the category sales:

1. Facial moisturizers & treatments
2. Facial cleansers
3. Hand & body cleansing
4. Acne medications

Skin Care Dollar Volume Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Relative to First Year Shown</td>
<td>0.0%</td>
<td>-1.5%</td>
<td>3.6%</td>
<td>5.2%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

Facial moisturizers & treatments lead the category with 15% growth. Hand & body cleansing are close behind at 14.1% growth. Pay attention to the brands leading sales in these subcategories in your store and promote them through in-store and external promotions.
The dollar volume for Oral Care in independent pharmacy is up more than 14% in the past 4 years.

Since 2011 independent pharmacy has grown in dollar sales outpacing both chain drug and mass.

Oral Care Dollar Volume Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Relative to First Year Shown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0.0%</td>
</tr>
<tr>
<td>2011</td>
<td>10.4%</td>
</tr>
<tr>
<td>2012</td>
<td>14.3%</td>
</tr>
<tr>
<td>2013</td>
<td>14.2%</td>
</tr>
</tbody>
</table>

The percentage shown for each year is that year compared to the first year in the graph, 2010, which is represented as zero to show the trend of dollar volume growth.

Even though dollar volume was flat in 2013, unit volume continued to grow at a strong pace.

**STOCK A GOOD ASSORTMENT** of products in the growth subcategories.

**TAKEAWAY**

**EDUCATE YOUR PATIENTS** about how important good oral health is when fighting chronic conditions such as heart disease.

**STRONG SUBCATEGORIES AT INDEPENDENTS:**
1. denture care
2. gum care
3. interdental, floss & mouthwash

Oral Care has shown consistent growth in independent pharmacy since 2011 while it has declined by 0.7% in chain drug.

**ORAL CARE**

Oral Care Dollar Volume Growth Growth Relative to First Year Shown

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Relative to First Year Shown</th>
</tr>
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<tbody>
<tr>
<td>2010</td>
<td>0.0%</td>
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<td>10.4%</td>
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<tr>
<td>2012</td>
<td>14.3%</td>
</tr>
<tr>
<td>2013</td>
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</tr>
</tbody>
</table>

The percentage shown for each year is that year compared to the first year in the graph, 2010, which is represented as zero to show the trend of dollar volume growth.

Even though dollar volume was flat in 2013, unit volume continued to grow at a strong pace.

**TAKEAWAY**

**EDUCATE YOUR PATIENTS** about how important good oral health is when fighting chronic conditions such as heart disease.

**STOCK A GOOD ASSORTMENT** of products in the growth subcategories.
Diabetes Care is the top selling category in independent pharmacies with almost 40% of sales.

Independent pharmacy outperforms chain drugstores in blood glucose testing.

83% of sales in the Diabetes Care category come from the blood glucose testing subcategory.

**Diabetes Care Dollar Volume Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Relative to First Year Shown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>0.0%</td>
</tr>
<tr>
<td>2005</td>
<td>1.0%</td>
</tr>
<tr>
<td>2006</td>
<td>8.7%</td>
</tr>
<tr>
<td>2007</td>
<td>7.8%</td>
</tr>
<tr>
<td>2008</td>
<td>10.6%</td>
</tr>
<tr>
<td>2009</td>
<td>12.1%</td>
</tr>
<tr>
<td>2010</td>
<td>16.8%</td>
</tr>
<tr>
<td>2011</td>
<td>5.2%</td>
</tr>
<tr>
<td>2012</td>
<td>10.6%</td>
</tr>
<tr>
<td>2013</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

The percentage shown for each year is that year compared to the first year in the graph, 2004, which is represented as zero to show the trend of dollar volume growth.

**TAKEAWAY**

Ensure you offer a comprehensive solution with a fully stocked department, and always have your most popular-selling blood glucose testing products in stock.
In independent pharmacy, the Baby Care category, which is traditionally a strong performer, is now over 40% larger than it was 10 years ago.

Four subcategories are excelling in independent pharmacies over chain drugstores.

**Baby Wipes**

- **Community Pharmacy:** 138.5
- **IRI Drug:** 107.3
- **IRI MULO:** 93.5

**Baby Health, Beauty, and Wellness**

- **Community Pharmacy:** 123.5
- **IRI Drug:** 104.5
- **IRI MULO:** 104.1

**Nutritionals + Food**

- **Community Pharmacy:** 149.9
- **IRI Drug:** 124.3

**Training Pants & Swimmers**

- **Community Pharmacy:** 153.2
- **IRI Drug:** 93.6
- **IRI MULO:** 93.2

**TAKEAWAY**

Since most independents have only a 4-foot Baby Care section, focus on the four subcategories that are excelling at independent pharmacy and cater to moms – whether they are looking for familiar brands or natural products.

**Baby Care Dollar Volume Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Relative to First Year Shown</td>
<td>0.0%</td>
<td>0.3%</td>
<td>14.9%</td>
<td>8.7%</td>
<td>15%</td>
</tr>
</tbody>
</table>

The percentage shown for each year is that year compared to the first year in the graph, 2009, which is represented as zero to show the trend of dollar volume growth.

Baby Care sales skyrocketed in 2011, fell off 6% in 2012 and rebounded in 2013 proving that 2011 was not an anomaly.
The allergy subcategory has declined 20% over the last two years at independent pharmacy, and it appears those sales are going to chain drug stores.

What you can do:
- **promote** your always-in-stock allergy treatments heavily during the peak seasons.
- **stock the newest** over-the-counter medications that treat both children and adult allergies.

Cold & Allergy is the second-largest category in independent pharmacy. After a drop as a result of the supply issues in 2010, the category has steadied.

Independent pharmacy has experienced an increase in dollars per unit in the cough, cold, flu & sinus subcategory which makes up nearly 40% of dollar sales.

Put this second-most popular category back on the growth track. Emphasize consultative selling and offer a product assortment that addresses the needs of the entire family.

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