

The German pharmacies – a hammer or an anvil?

A PHARMACY AND CONSUMER STUDY ON THE SITUATION OF THE
GERMAN PHARMACIES

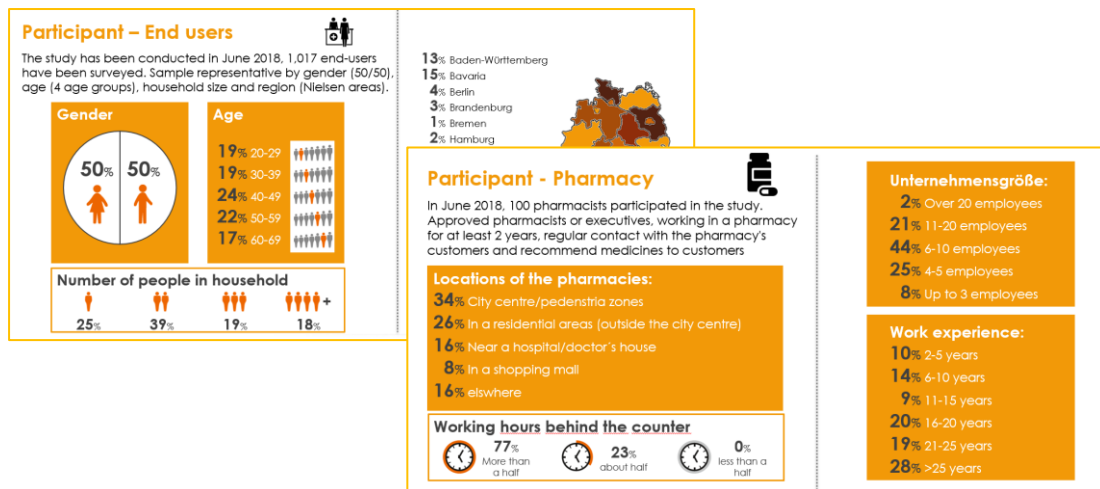
The Lifesights Company | Dr. Timm Harder | July 2018



Profile of the study

In June 2018, 1,017 end users have been surveyed. The sample is representative by gender (50/50), age (4 age groups), household size and region (Nielsen areas).

In addition, 100 pharmacists participated in the study. All are licensed pharmacists or executives and have been working in a pharmacy for at least 2 years. Everyone has regular contact with the pharmacy's customers and recommends medicines to end-users.



Content

- Current: Importance of the services offered by pharmacies – pharmacists vs. consumers
- Future: Importance of services offered by pharmacies vs. consumers
- Desire for support from manufacturers to strengthen the service portfolio
- Effectiveness of advertising materials from the pharmacists' and consumers' point of view
- Preferences of consumers of brands and private labels by category

Where do German pharmacies find themselves?

This study looks at the current and future importance of relevant performance features of the German on-site pharmacies and the needs the pharmacists would like the industry to address in this regard.

Similarly, the study examines how effective different advertising media sources are, from the pharmacist's point of view and compares

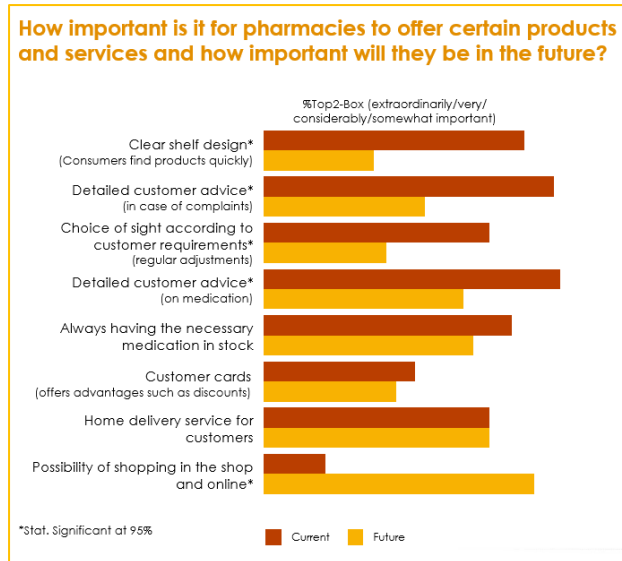
this with the consumer's point of view. It also looks at consumers' preferences about pharmacies' own labels in different categories.

“In life, it's about being a hammer or an anvil - but never the material in between.” (Norman Mailer, American writer)

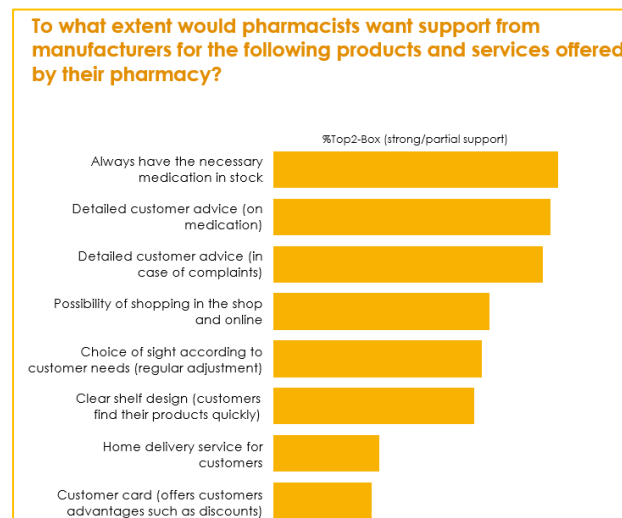


Results of the study

Pharmacists and consumers likewise consider that the importance of most of the services that have been examined in this research and are currently provided at local German pharmacies will decrease in the future.



The pharmacists' hope to get a slice of a cake in the promising online business is met with a rather moderate response from consumers.



The pharmacists for pharm companies help in strengthening and expanding their expertise, particularly, in the areas of consulting and capability of prompt delivery.

Closer cooperation between industry and pharmacies would open doors for pharmacies in many areas!

We would be happy to tell you more!

We will be happy to send you the complete study results free of charge. Please send your contact details to Timm.Harder@The-Lifesights-Company.com

We are looking forward to your feedback!



About The Lifesights Company

10 years of global market research - The Lifesights Company is a global market research and consulting agency based in Bremen. Our goal is to generate strong professional and consumer-based insights for the successful development of brands and innovations with the help of tailor-made qualitative and quantitative studies.



We conduct both industry-specific and cross-industry research. Our focus is on HealthCare and consumer goods.

We are a team of 11 passionate market researchers and marketing experts with many years of experience in the health care, pharmaceutical and consumer goods industries as well as on the agency side. We are a mix of different academic backgrounds and professional careers. Our team combines entrepreneurial thinking with research precision. We consider each project and each question individually and adapt our methods to the corresponding challenge to provide our customers with informative and realizable results.

About the author



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