

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:

Meet the Anxious investors...

Health & well-being is at the core of their identity. Worries about the future lead them to proactively invest in their health today for a brighter tomorrow

What attitudes do they hold?

- H&W-B is a top priority
- Prefer to tackle H&W-B holistically & are open to natural products
- Make sacrifices and are proactive
- Health consciousness is an important part of who they are – into fitness and healthy eating
- Willing to spend on H&W-B
- Worry about the future of their H&W-B
- Care about mental as well as physical health

How do they perceive themselves?

Sensitive, Independent, Health conscious,
Disciplined and Inquisitive
Not Relaxed

What is their H&W-B mindset?

- Everything in moderation - it's all about balance
- Make small positive changes every day
- Make sacrifices today for a better tomorrow

What are their H&W-B goals?

- Avoid illness seen among peers
- Feel younger for longer
- Avoid illness that runs in the family

Average happiness with their current H&W-B

Average optimism they can influence their H&W-B

Meet the Assured quick-fixers...

They are independent, with a non-stop lifestyle. They seek immediate, time-saving solutions and are willing to spend for tangible results

What attitudes do they hold?

- H&W-B is about looking good, rather than feeling good
- Always seem to be on a diet
- Feel they know best when it comes to their H&W-B
- Lead a busy lifestyle, and prioritize quick fixes for H&W-B
- Like to keep up with technology trends and are open to healthcare advice via apps

How do they perceive themselves?

Fun, Careful and Energetic
Not Reliable, Down to Earth

What is their H&W-B mindset?

- Only start what you think you can continue
- **Not** Everything in moderation – it's all about balance

What are their H&W-B goals?

- Feel younger for longer
- Work longer
- Make up for other areas of my health where I don't take as much care

Average happiness with their current H&W-B

Average optimism they can influence their H&W-B

Reference:

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