

My Chemist Group in Consumer Health (Australia)

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Abstracts

My Chemist Group is currently the largest retail distributor of consumer health products in Australia, predominately through its Chemist Warehouse brand. Its positioning as a low-cost alternative to traditional pharmacies led to soaring growth in recent years. It typically locates its outlets in redundant retail spaces with lower rents, and adopts an aggressive pricing policy, with a wide range of OTC products. Maintaining this discount approach whilst stocking a large portfolio of medicines...

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