

# Top Five Global Retail Drug Companies: Performance, Strategies, and Competitive Analysis, November 2012

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## Abstracts

The global retail drug industry has grown steadily over the last five years and is expected to reach approximately US \$1,420 billion in 2017 with a CAGR of 3.6% over the next five years. Direct mail advertising, television and print media advertising, telemarketing, Internet advertising and social media, as well as bundled product and service strategies, are expected to drive industry growth.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global retail drug companies and presents its findings in “Top Five Global Retail Drug Companies: Performance, Strategies, and Competitive Analysis.” The report provides detailed insight into the performance of the top five global retail drug companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The retail drug industry is highly diversified and includes pharmacies and drug stores, cosmetics, beauty supplies, and perfume stores, optical goods stores, other health, and personal care stores. In this study, Lucintel thoroughly profiles the following five companies with detailed competitive assessments:

CVS Caremark

Rite Aid

Target Corp.

Walgreens

Walmart

Lucintel's research indicates that the Asia Pacific (APAC) region depicts the best growth prospects for retailers with its increasing aging population, greater health consciousness, and consumer demand. The macroeconomic factors such as rising population and increasing disposable income of consumers are anticipated to impact market dynamics significantly. Strategic product alliances directly with industry-leading manufacturers also can help raise sales in this industry.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five global retail drug companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their strengths vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data analysis, and insight critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global retail drug companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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