



# Retail Landscape:

## OTC Drugs

**A powerful retail image database for the OTC industry**

To Be Published Monthly Starting in 2018

**Regional Coverage:** United States

This service will provide a fully searchable and categorized image database of OTC retail aisles, shelves, planograms, brands, categories, and companies across multiple channels of trade including category planogram/whole aisle/end caps, brand placement/facings of major brands, on-shelf and in-aisle shopper marketing, in-store promotions signage, private-label placement, and pricing.

### This Service Will:

- Provide OTC management teams with a fully searchable, filtered, categorized image database
- Inform your team on multiple categories and competitive brands and classes of trade
- Offer an organized repository of important retail trends
- Provide insight on pricing and promotional offers at the category and brand level
- Offer an objective source to track your brands' in-store promotions and placement
- Help your team understand competitive brands' placement and those of your competitors, packaging, claims, and in-store promotions, which allows you to react quickly as information is updated regularly
- Provides timely images of planogram re-sets and shopper marketing initiatives



# Database Contents\*

Images will be tagged and organized for easy reference allowing you to search and compare thousands of images by:

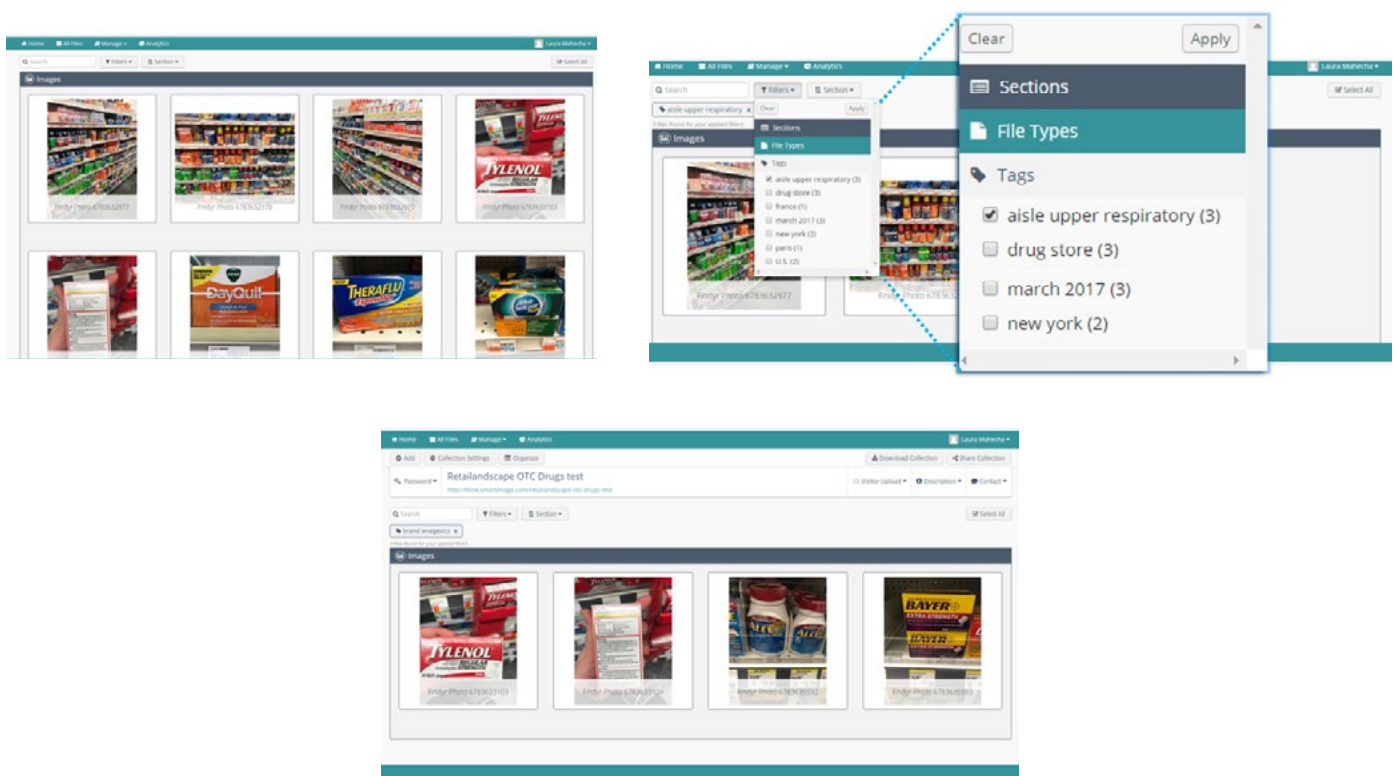
- Category (see Table 1)
- Brand name
- Company
- Retail channel (see Table 2)
- Retail store name
- Location (see Table 3)
- Date taken

OTC retail aisles, shelves, planograms, brands, categories, and companies across multiple channels are included. Images from approximately 100 retail stores will be captured each month.

A quarterly newsletter analyzing key trends in the image database will be included. Trends highlighted will include those by category, company, retail channel, and brand.

\* Subject to charter subscriber input

## Illustrative User Interface





**Table 1: Categories**

Product class/category	Market segments
<b>DIGESTIVE PRODUCTS</b>	
Antacids and anti-gas	Tablets, liquids, H2s, PPIs, effervescent, adult and children’s anti-gas products
Antidiarrheals	All
Antinausea	All
Laxatives	Bulk producers, hyperosmotics, irritants/stimulants, mineral oils, salines, and stool softeners
Probiotics	Shelf-stable probiotic supplements
<b>INTERNAL ANALGESICS</b>	
General pain relievers	Ibuprofen, acetaminophen, aspirin, naproxen sodium
Other internal analgesics	Arthritis pain relievers, menstrual pain relievers
<b>UPPER RESPIRATORY PRODUCTS</b>	
Allergy relief	Oral allergy, nasal allergy
Cold and sinus	Adult, children’s
Cough drops/lozenges	Solids, liquids
Cough syrups	Adult, children’s
Nasal/topical decongestants	Nasal sprays, salines, nasal strips, rubs, inhalants

**Table 2: Retail Channels**

Retail channel	Examples
Drug and pharmacy chains	CVS, Walgreens, Rite Aid
Food and grocery stores	Kroger, Safeway, Publix
Mass merchandisers	Target, Walmart

**Table 3: Locations**

Urban	Suburbs of
Chicago, IL	Tucson, AZ
Dallas, TX	Denver, CO
Los Angeles, CA	Portland, OR
Miami, FL	Raleigh, NC
New York, NY	Columbus, OH

## Scope

The scope of this service will be changeable based on subscriber feedback. To begin, it will cover 12 OTC categories in three OTC product classes across chain drug stores/pharmacies, mass merchandisers, and food and grocery stores. There will be five urban areas and five suburban areas included in the U.S. market. Other geographies, OTC categories, brands, companies, and retail channels will be added in time to build a full OTC market image database over the course of one year. Product forms will include but not be limited to pills, tablets, caplets, capsules, liquids, liquigels, gummies, or other oral forms of OTC medications. Retail shelves in front of stores are captured; any nonprescription drugs sold BTC are not included. OTC retail aisles, shelves, planograms, brands, categories, and companies across multiple channels of trade are captured. Images from approximately 100 retail stores will be captured each month.

## Key Benefits

This report will provide OTC marketers with:

- A tool to learn what retail planograms look like across multiple OTC categories, competitive brands, and classes of trade.
- An objective source that tracks actual placement and promotions for your brands at retail.
- Provide insight on pricing and promotional offers at the category and brand level.
- Help your team understand competitive brands' placement, packaging, claims, and in-store promotions, which allows you to react quickly as information is updated regularly.
- Assess private label's impact on your brands in terms of shelf placement, pricing, and in-store promotions.
- Compare and contrast trends by retail channel and region of the country.
- A helpful tool for sales and marketing teams to have access to that can reduce the need for costly travel.
- Using our in-depth knowledge of the OTC market, Kline will provide a quarterly analysis of images highlighting trends by retail channel, category, brand, and company.
- Subscribers will be entitled to unlimited access which can be viewed on a laptop, tablet, or mobile device.
- The interface is easy to use, and intuitive functionality is provided.
- Full training and support is available.
- Ability to request custom images from specific retailers or locations at an additional charge.



## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

- Using a global network, store checks and actual images are taken in each of the geographies.
- Multiple images per category per store are taken.
- Images are uploaded, checked for quality/resolution, and tagged.
- Clients are notified when new content is added, updated monthly.
- Database is accessible from laptops, tablets, and/or mobile devices.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Kline’s proven methodology allows exceptionally effective, precise, and reliable market intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence. Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s expertise and in-depth understanding of the OTC industry means we are uniquely qualified to build and maintain a detailed image database to help our clients succeed and grow.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

#### A FULL SPECTRUM OF SERVICES



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