

How America Shops® Insights: Profiling the Weekly Drug Shopper

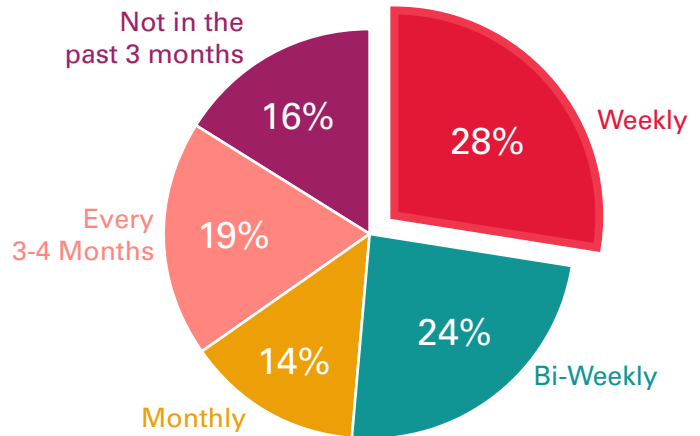
Multi-generational households are much more likely to be weekly Drug shoppers than single person households (+10ppts).

Of all single person households, those who are younger (Gen Z/Mill) are more likely to be weekly shoppers vs. those who are older (Gen X/Boomer).

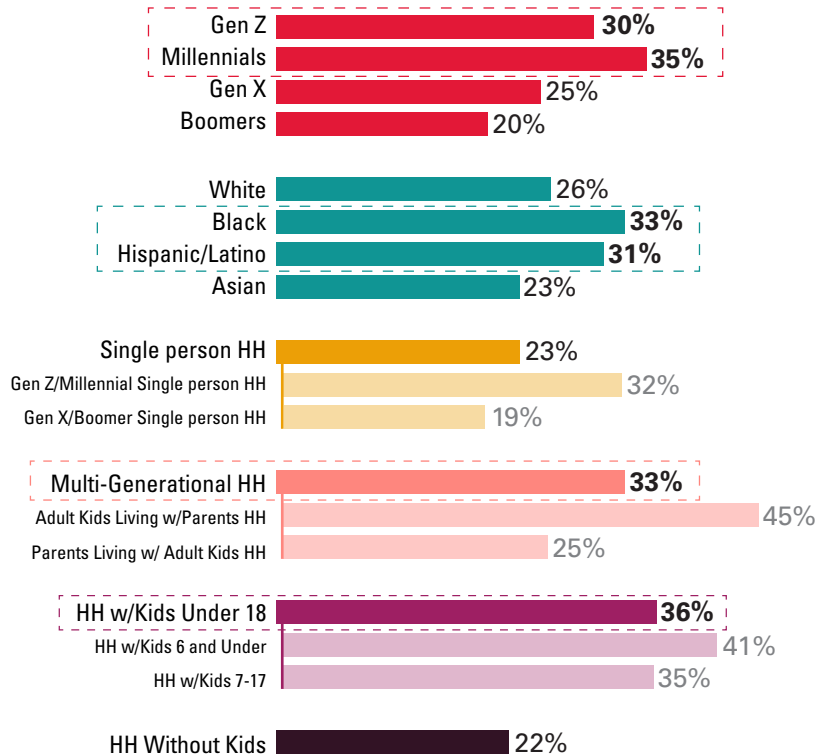
DEMOGRAPHICS MATTER

- Men are 6ppts more likely than women to be weekly drug shoppers.
- More shoppers under 40 (32%) are weekly drug channel shoppers than those 40+ (24%).
- HHs with kids under 18 (36%) are much more likely to be weekly Drug shoppers vs. those without kids (22%). Those with youngest children 6 and under have the highest rates of all.
- Urban core shoppers are most likely to be frequenting Drug weekly (+13ppts vs. total).

Drug Channel (Includes In-Store & Online)



% of Each Group Who are Weekly Drug Store Shoppers



Source: WSL How America Shops®
Seismic Population Shifts, May 2024



For more info on WSL's shopper research or retail consulting services, reach out to:

Debbie Kelly, Director of Insights
dkelly@wslstrategicretail.com

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