



## **Shop Scan to capture the key claims of Wellness and selected OTC pharma products**

**-For a Gourgaon-based Research & Consulting firm *(name confidential)***

A sector that is growing at a compounded annual growth rate of 15% and expected to reach a market size of US\$ 280 billion (from the current US\$ 36 billion) by 2020, can least be ignored by a foreign major looking at opportunities in India's healthcare sector.

Mapping the competitors, their key claims, their packaging material & size, pricing and other product and positioning related information were done through a Shop Scan Survey carried out across select modern retail and OTC pharma retail outlets.

***What do the Marketing Heads or Business Managers mean by 'Shop Scan'? How do you zero-in on the number and types of shops to be included in the survey? Is it easy to walk-in to a retail store seeking such information? What tool is used to capture such 'variety' information across product categories?***

***....Can BuSiBeeS answer your questions?...***