



LOCKDOWN - 2020 IMPACT ON THE MEDICAL STORES IN INDIA

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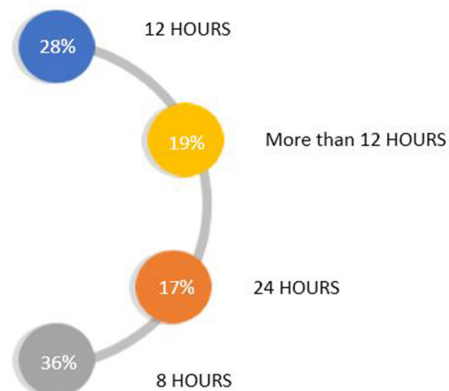
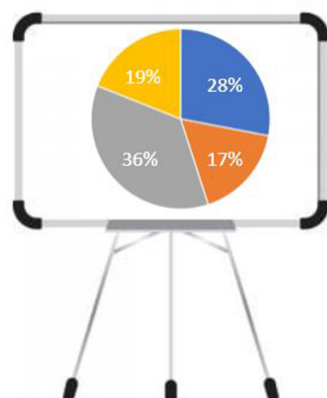
Introduction :

The objective of this research report is to know the insights of Pharma Trade Industry Dynamics at COVID-19 times.

Research Methodology :

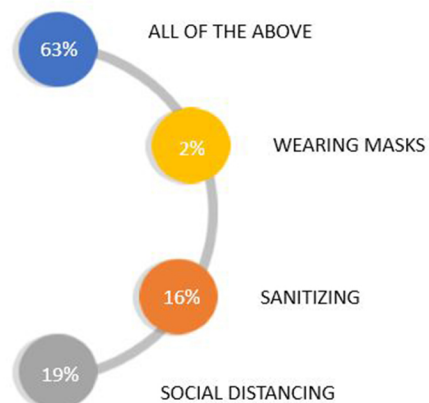
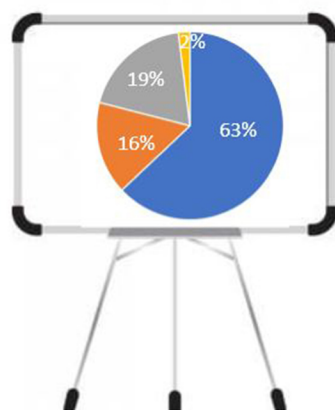
- **Audience** : Chemist
- **Geography** : All India
- **Sample Size** : 112
- **Duration** : 1 week
- **Validity of the report** : April 2020

Medical Shop open until ?



Conclusion : It is observed more than 64% of the medical shops in india are open for 12 hours.

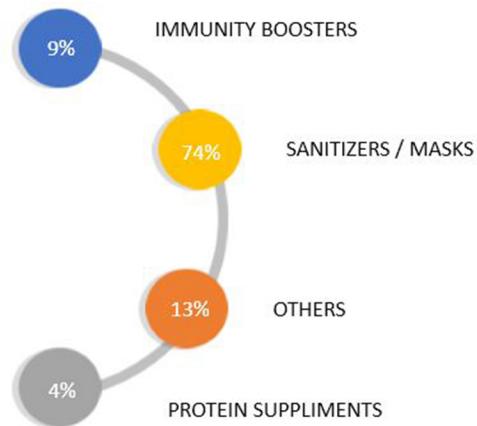
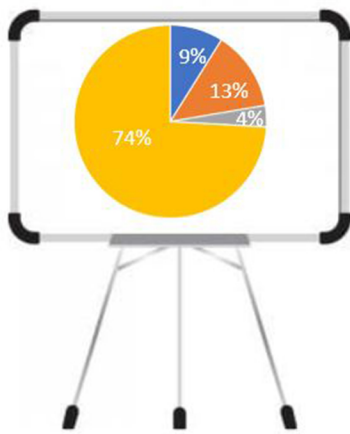
Preventive measures taken by the medical shop?



Conclusion : Almost all medical shop are aware of the precautionary measures

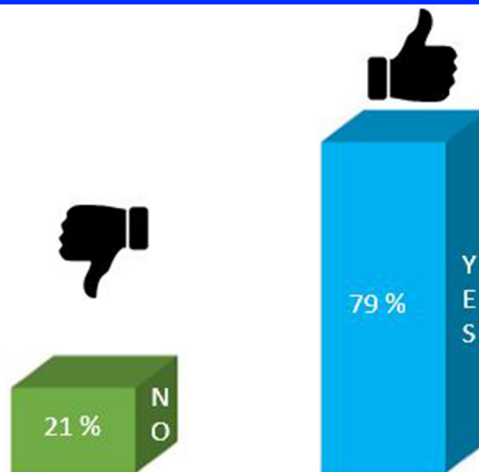


What is selling the maximum ?



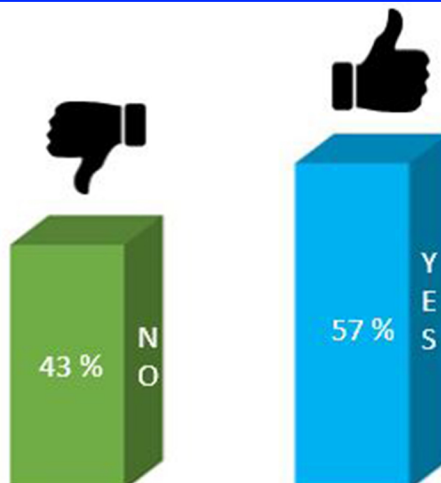
Conclusion : Sanitizers / mask and Immunity boosters are in huge demand among consumers.

Do you see impulsive buying from customer ?



Conclusion : More than 79% of the patients are doing impulsive buying seen for acute and chronic medication.

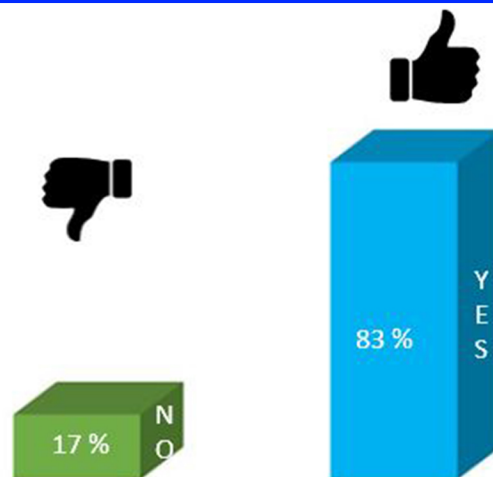
Are you receiving stocks from distributors on regular basis ?



Conclusion : More than 50% of the retailers are getting regular stocks from distributors.

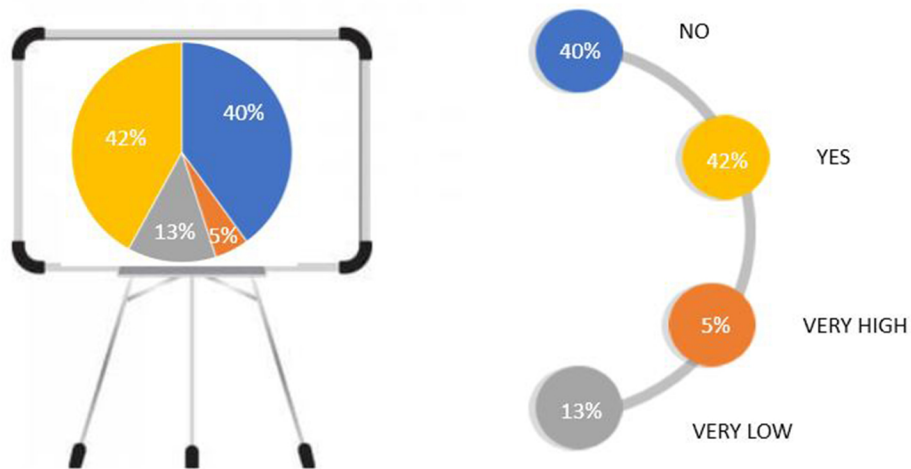


Is your staff cooperating to come daily ?



Conclusion : More than 80% retailers claims their staff is supporting regularly.

Has your business increased in this COVID-19 times ?



Conclusion : More than 47% retailers experience a sudden surge in sales.



About Medgini

Founded in December 2012, based in Hyderabad. MEDGINI is a trusted and one stop solution for the Indian Pharmaceutical Companies to activate their Digital Marketing needs. Using communication, we strive in connecting your stakeholders in a smarter and better way.

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