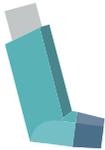




## DELIVERY MATTERS

# Healthcare 2018

## Delivering what matters most



### Why healthcare shoppers like to buy online...

#### ...and what would encourage them to buy more

There are some key reasons why people buy health-related products online. Our survey found there's more choice and it's easier to compare prices than shopping on the high street. Plus, there's the comfort and convenience of shopping from home. But what would encourage customers to shop online more? For 55% it was lowest prices, with stock availability also key. 24% want to be kept informed of where their delivery is and 49% say being offered free delivery.

### What is one of the biggest challenges faced by retailers today?

#### Cart abandonment. Know the facts.

Whatever people are buying, cart abandonment is always an issue – so how can you encourage shoppers to go through with their purchase? Well, 22% said they gave up because it would take too long to deliver urgently-needed medicines – so, make sure you offer timed next day delivery... as well as great value 2-3 day delivery too (48% abandon due to postage costs). It's also important to use a carrier people know – and Royal Mail is four times more trusted than its closest competitor.



## Build loyalty, build sales

When it comes to selling healthcare products, it's always a good idea to build loyalty. After all, even after abandoning their cart, almost a third of shoppers return to the same website and purchase the same product at a later date. Loyalty doesn't happen overnight, but offering free delivery (important to 49% of shoppers), great customer service (important to 25%), a wide range of products (important to 50%) and, ideally, the lowest prices around can certainly help.



# Delivering the facts on healthcare online shoppers



of healthcare shoppers **consider affordability** as the most important factor when buying products for the first time online (and 54% consider good ratings too)



of healthcare shoppers have **abandoned their cart**, with 48% doing so because they weren't happy with the delivery charge



of healthcare shoppers have **purchased 2-3 times online** in a 3 month period, spending £49 on average (vs £41 in-store)



of healthcare shoppers prefer shopping online as it's easier to **search and buy products** than in-store



of healthcare shoppers always **expect free delivery**, but 50% are also happy to pay more for the convenience of a home delivery



of healthcare shoppers have **purchased items from Amazon** in a 3 month period followed by Boots with 29%



of healthcare shoppers **trust Royal Mail to deliver** (four times more than its closest competitor)



of healthcare shoppers are more confident **ordering online with tracking** and over half would track every purchase if they could

## Key Facts



The 5 most popular purchases by healthcare online shoppers are...

Repeat prescriptions **27%**



Over the counter medicines **26%**



Pet medicines **21%**



Contact lenses **16%**



Health test kits **8%**

