

Walgreens Boots Alliance Inc in Retail

March 2023

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STATE OF PLAY

Walgreens Boots Alliance slips out of the top 10 leading global retailers

With a focus on pharmacies, WBA's sales remain predominantly store-based

Walgreens Boots Alliance's performance was a mixed bag in its 2022 fiscal year

Market momentum is driving Walgreens Boots Alliance's growth

EXPOSURE TO FUTURE GROWTH

WBA's home market of the US market will account for the majority of any new sales

COMPETITIVE POSITIONING

Since 2019, WBA has been surpassed by Schwarz, Apple and others in global retail sales

Offline retail, mostly in the form of pharmacies, accounts for the lion's share of WBA's sales

Walgreens and Boots are the two principal banners for WBA on the global stage

DOMESTIC STRATEGY

WBA's home market of the US continues to be the primary focus of its business

Walgreens Boots Alliance is aggressively expanding into primary care services

Walgreens Boots Alliance is now offering around-the-clock Same Day Delivery

myWalgreens loyalty programme tops 100 million members in the US

WBA looks to keep consumers coming to its outlets for shots in the post-COVID era

INTERNATIONAL STRATEGY

Outside of the US, the most important market for Walgreens Boots Alliance remains the UK

Boots remains part of the WBA empire: For now

PRIVATE LABEL STRATEGY

Private label a major part of the Walgreens Boots Alliance retail strategy

No7 Beauty Company pursues ethical and sustainable strategies with its products

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APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor's syndicated channels research

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