Why the growth of the GLP-1 category exposes invisible stockouts in pharmacies

The demand surge for GLP-1 impacts the pharmaceutical channel unevenly, creating false stockouts and idle inventory that require point of sale visibility.

Dinn

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The difference between global volume and availability at the POS

The main obstacle in managing complex categories is confusing industry sell-in with actual sell-out per store. When demand for GLP-1 skyrockets, visible inventory disappears long before the standard replenishment cycle can react. The result is localized stockout, which affects revenue and consumer trust in the brand.

How to separate real stockout from demand fluctuation

To act with precision, the team needs to isolate product behavior at each point of sale. The oscillation may just be a short-term seasonal fluctuation or the effect of a specific campaign that normalizes the following week. When the variation is structural, the lack of daily visibility turns the shortage into a permanent loss of market share.

The limit of visibility in the pharmaceutical retail

No market analysis completely eliminates the logistical complexity of the channel. Independent pharmacies and regional chains have distinct replenishment dynamics and do not always provide direct digital inventory signals. Recognizing these limits prevents false promises of absolute automation and returns control over the commercial decision to the analyst.