Why the Surge in GLP-1 Demand Exposes Invisible Stockouts in Pharmacies

Sales growth in high logistics demand categories reveals that point of sale depletion occurs before traditional reports identify replenishment failures.

Dinn

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Part 1

The product has high end-consumer demand, but when the customer arrives at the pharmacy, the display is empty. The recent acceleration in the GLP-1 category places strong pressure on supply and the cold chain, highlighting a critical challenge for trade marketing management and commercial operations.