

Wellness, Nutraceutical & FMCG Range

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a wellness/FMCG range plan — nutraceuticals, supplements, personal/baby care, ayurveda, health devices — to add high-margin footfall beyond drugs. Use it to build the wellness range. For overall mix use the Product Mix Planner.

Purpose of this tool & output

Add high-margin wellness and personal care

How the output is used

Use it to add high-margin wellness and personal care — a wellness, nutraceutical and FMCG range that lifts basket value.

Important cautions

Wellness/nutraceutical/FMCG ranges carry much higher margins than ethical drugs and drive footfall and chronic-patient cross-sell (e.g. glucometer strips). Nutraceuticals are regulated under FSSAI (not drug rules) — check labelling/genuineness. Recommend responsibly; supplements are not substitutes for medical treatment. Adapt to your catchment.

Companion documents

- Pharmacy Product Mix Planner
- OTC & Self-Care Range Guide
- Generic vs Branded Strategy
- Surgical & Medical Consumables Range
- Chronic Care Range & Program
- Pharmacy Private Label Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.