



LOCAL MARKET RESEARCH REPORT

Maple Street Pharmacy

Nashville, TN · Independent Pharmacy

June 2026

SAMPLE REPORT · ILLUSTRATIVE DATA



OPPORTUNITY SCORE

SCORE BY ZIP		
37203		72
37206		68
37210		65
37208		62

MARKET SIZE

\$31.8M

▲ +8.6%

DEMAND TREND

Rising

▲ +19%

TOP ZIP

37203

▲ High Opportunity

Executive Summary

Maple Street Pharmacy · Nashville, TN



OPPORTUNITY SCORE

72/100

▲ High Opportunity

MARKET SIZE (EST.)

\$31.8M

▲ +8.6%

DEMAND TREND

Rising

▲ +19%

Key Findings

- ✓ ZIP 37203 scores 72/100 — high prescription demand with very limited independent competition
- ✓ Chain pharmacies average 3.7 stars — service dissatisfaction is the key opening to exploit
- ✓ Growing Medicare population in target ZIPs drives consistent high-frequency repeat demand

Score by ZIP Code

37203		72
37206		68
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REPORT CONTENTS

- › Market Size & Segmentation
- › Competitor Analysis
- › Consumer Analysis
- › Market Gaps
- › 90-Day Action Plan

MARKET SIZING

TOTAL ADDRESSABLE MARKET

\$31.8M

▲ +8.6% vs prior year

SERVICEABLE MARKET

\$7.9M

OBTAINABLE (YR 1)

\$1.6M

\$29.2M



2024

\$30.4M



2025

\$31.8M



2026

COMPETITOR ANALYSIS

BUSINESS	SHARE	RATING	PRICE	SCORE
CVS Pharmacy	32%	3.8★	\$\$	62/100
Walgreens	28%	3.6★	\$\$	58/100
Nashville Compounding	12%	4.8★	\$\$\$	81/100
Others	28%	—	—	42/100

💡 Your Opening

CVS and Walgreens average only 3.7 stars — strong dissatisfaction with impersonal chain service. Nashville Compounding proves customers pay premium for personal care. A clear opening for the independent experience.

CUSTOMER SEGMENTS

Seniors 65+

41%

Repeat prescription customers who value personal relationships and home delivery

Families with Children

34%

OTC medications, vaccinations, convenience and trust-driven

Young Professionals 25–40

25%

Wellness supplements, compounding medications, convenience

MARKET GAPS — PRIORITISED

OPPORTUNITY	IMPACT	TIMELINE
Same-day prescription delivery	High	Quick win
Compounding and specialty medications	High	Quick win
Wellness consultation service	Medium	3-month
Senior home delivery programme	Medium	3-month

SWOT AT A GLANCE

STRENGTHS

Chain pharmacies rated 3.7 stars — service gap to own
Growing senior demographic means repeat prescription volume

WEAKNESSES

No existing brand or customer base
Chains have volume discounts and loyalty lock-in

OPPORTUNITIES

Same-day delivery absent from local chains
Compounding demand growing 18% year on year

THREATS

Amazon Pharmacy and mail-order growth
CVS and Walgreens price promotions

90-Day Growth Action Plan

Prioritised steps to capture your local opportunity



MONTH 1

Foundation

- 1 Register with all major insurance networks
- 2 Set up online ordering and refill reminders
- 3 Staff for pharmacist consultation availability

MONTH 2

Traction

- 1 Launch same-day delivery within 5-mile radius
- 2 Introduce Senior Care programme with medication reviews
- 3 Begin Google Ads targeting 37203 and 37206

MONTH 3

Growth

- 1 Launch compounding service for custom medications
- 2 Partner with 3 local GP practices for referral flow
- 3 Build loyalty programme for repeat prescription customers

Ready to get started?

This report was built using live local data for Nashville, TN. To get a full report customised to your business, your category, and your ZIPs — visit veduta.dev or find Veduta on Fiverr.

FULL PACK

\$249

All 6 modules