

March 21-22, 2023

Drug Channel Virtual Event

Navigating the drug channel's new direction

The drug channel is shifting focus to become an omnichannel health destination for shoppers. During this year's virtual Drug Channel event, Kantar subject-matter experts will highlight emerging trends in health and wellness, changes in shopper behavior, and important strategies for supplier partners to understand and prioritize to help drug channel retailers grow in a post-pandemic world.



You'll walk away from this event with:

- A strong understanding of drug channel shoppers in 2023 and how inflation and shifts in health priorities are impacting their behaviors
- A clearer picture of CVS, Walgreens, and Rite Aid's strategic strengths, goals, and priorities as well as challenges facing the channel, from increasing competition to macroeconomic impacts
- An updated perspective on how retailer media, loyalty programs, digital expansion, and the promotional landscape are elevating shopper engagement
- A deep dive into category trends converging across health, well-being, beauty, VMS, OTC, and more, creating a larger health and wellness landscape for shoppers

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-5:00 PM ET

Day 2 | 1:00-5:00 PM ET

Presenters



Kate Hohenstatt
Lead Analyst,
Retail Insights



Mary Brett Whitfield
Senior Vice President,
Shopper Insights



Amar Singh
Senior Director,
Retail Insights



Renata de Moura
Senior Director,
Category Insights



Tiffany Hogan
Director,
Retail Insights



Charlotte Page
Insights Consultant,
UK Retail Insights



Karen Kelso
Vice President,
Retail Insights



Colleen Sharp
Senior Vice President,
MONITOR Analytics



Chris Miles
Analyst,
Retail Insights



Krista Engler
Associate Marketing
Manager, Walgreens
Advertising Group

Registration

Register today by emailing

events@kantarc consulting.com

or visiting our [event website](#).

DAY 1: March 21

1:00-1:15 PM ET

Welcome and introduction

Kate Hohenstatt, Lead Analyst, Retail Insights
Amar Singh, Senior Director, Retail Insights

1:15-2:00 PM ET

Examining the post-COVID drug channel

Amar Singh, Senior Director, Retail Insights

- Gain insight into the current state of a post-pandemic drug channel.
- Understand how the growing presence of healthcare will impact the front store.
- Explore ways to connect with drug channel shoppers amid ongoing inflationary pressures.

2:00-2:30 PM ET

Meet the evolving drug channel shopper

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Identify key attitudes and behaviors of drug channel shoppers and how these shoppers evaluate the channel.
- Understand how drug channel shoppers' priorities and preferences are changing.
- Learn how to best align your strategy with drug channel shoppers' priorities.

2:30-2:45 PM ET | **BREAK**

2:45-3:15 PM ET

Media, marketing, and more with Walgreens Advertising Group

Krista Engler, Associate Marketing Manager, Walgreens Advertising Group

- Understand the customer value exchange that lays the foundation for retail media.
- Learn about recent updates from the evolving retail media portfolio within the drug channel.
- Review best practices for how to leverage the shopper journey in retail media in store and online.

3:15-4:00 PM ET

Emerging trends in health and wellness

Amar Singh, Senior Director, Retail Insights
Colleen Sharp, Senior Vice President, MONITOR Analytics

- Discover trends and what to expect with health and wellness as well-being becomes more integrated into everyday life.
- Find out how brands and retailers are positioning, messaging, and engaging within the digital healthcare spectrum.
- Identify key areas for retail partnerships and potential growth opportunities.

4:00-4:45 PM ET

CVS in focus: A closer look at the retailer's strategy

Kate Hohenstatt, Lead Analyst, Retail Insights

- Reflect on CVS's recent performance and what's driving the company's growth.
- Learn how CVS's recent strategic initiatives will impact its front-of-store and pharmacy businesses.
- Gain insight into what CVS will need from supplier partners over the long term as the retailer invests in healthcare and digital.

4:45-5:00 PM ET

Day 1 wrap-up

Kate Hohenstatt, Lead Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

DAY 2: March 22

1:00-1:05 PM ET

Welcome and introduction

Kate Hohenstatt, Lead Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

1:05-1:50 PM ET

Exploring global drug retailers' loyalty ecosystems

Charlotte Page, Insights Consultant, UK

- Get the latest on European and global drug channel retailers' loyalty programs and learn how the current economic situation is affecting program development.
- Explore how loyalty is becoming more than a card by inspiring shoppers, building out in-store services and engagement, and creating leverage over competitors.
- Learn how these loyalty strategies are evolving and influencing the future of commerce.

1:50-2:35 PM ET

Walgreens download: Transformation in progress

Kate Hohenstatt, Lead Analyst, Retail Insights

Charlotte Page, Insights Consultant, UK

- Get a strategic update on Walgreens and an overview of its financials.
- Review wins and opportunities relating to Walgreens' front-of-store, pharmacy, and healthcare segments.
- Dive into Walgreens' long-term omnichannel vision and how you can best partner with the retailer.

2:35-2:50 PM ET | **BREAK**

2:50-3:20 PM ET

Category spotlight: OTC, VMS, and future trends

Renata de Moura, Senior Director, Category Insights

- Learn about key categories that drive shopper engagement within the drug channel.
- Understand assortment opportunities that suppliers should focus on to help the drug channel grow.
- Explore the role of private label within health and wellness categories and implications.

3:20-4:05 PM ET

Beyond the drug channel: Health and wellness continues to grow

Karen Kelso, Vice President, Retail Insights

Chris Miles, Analyst, Retail Insights

- Review major health-related initiatives from the mass and grocery channels in the past year.
- Find inspiration from brand and retailer activations across categories online and offline.
- Learn how different channels' assortment and long-term strategies are evolving to meet shopper needs.

4:05-4:50 PM ET

The glow up: Beauty's expanding role in health and wellness

Tiffany Hogan, Director, Retail Insights

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Explore beauty's continued expansion into the larger health and wellness landscape.
- Understand how shoppers view beauty and shop beauty categories.
- Learn about the future of beauty and how trends will impact the physical and digital shelf in the drug channel and across retail.

4:50-5:00 PM ET

Event wrap-up

Kate Hohenstatt, Lead Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights