

March 12-13, 2024

Drug Channel Virtual Event

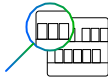
Thriving within the new health-oriented drug channel

Kantar's Drug Channel virtual event will provide incisive supplier-focused analyses of strategies, shopper behavior, and wellness trends that can help drug retailers grow as they evolve into more consumer-focused, omnichannel healthcare destinations amid macroeconomic pressures.

Key data/facts

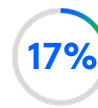


Expect significant disruption as **shoppers use Walgreens' and CVS's affordable and extensive health services instead of their primary care physicians**. How will you prepare for shoppers turning to drug retailers as health clinics?



With a squeeze on their front-store profit margins, **Walgreens and CVS will scrutinize their product assortments**. Are you ready to handle the more intense competition that may ensue between your brands and private label products?

According to ShopperScape® data,



17% of shoppers are caregivers who look after family members or friends with a chronic condition, disability, or special need.

The market for caregivers is expected to reach USD667 billion by 2030, and most current caregivers are younger and less affluent. How do you plan to engage this growing shopper group in the drug channel?

You'll walk away from this event with a better understanding of:

- Retail trends and drug channel shoppers to effectively prepare you for the evolving retailer and shopper environment
- The strategic strengths, goals, and priorities of Walgreens and CVS to help you foster more robust long-term partnerships and growth prospects with each
- The most recent digital advancements in omnichannel, loyalty ecosystems, and retail media that enhance shopper conversations and drive sales
- The latest retail health, wellness, and beauty trends and how they impact the drug channel's product assortment

Kantar Presenters



Jake Kalotai
Senior Analyst,
Retail Insights



Amar Singh
Senior Director,
Retail Insights



Mary Brett Whitfield
Senior Vice President,
Shopper Insights



Karen Kelso
Vice President,
Retail Insights



Andriana Bantra
Senior Insights Consultant,
Retail Insights



David Marcotte
Senior Vice President,
Retail Insights



Barry Thomas
Senior Retail Commerce
Thought Leader

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00 PM-4:15 PM ET

Day 2 | 1:00 PM-4:20 PM ET

Day 1: March 12

1:00-1:15 PM ET

Welcome and introduction

Jake Kalotoi, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

1:15-2:00 PM ET

Drug channel trends and transformations

Amar Singh, Senior Director, Retail Insights

Barry Thomas, Senior Retail Commerce Thought Leader

- Sharpen your understanding of how the increasing prevalence of healthcare services will influence the front store.
- Learn how drug retailers will reduce costs to regain margin growth.
- Find out how drug retailers are driving value in the front store for shoppers.

2:00-2:30 PM ET

Navigating consumer health trends

Amar Singh, Senior Director, Retail Insights

- Discover how to leverage wearable tech and AI for insights tailored to your brand's health initiatives.
- Uncover how to design wellness programs that dynamically adapt to consumers' evolving life stages.
- Understand the role of community engagement in enhancing your brand's holistic health strategies.

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

2:45 PM-3:15 PM ET

The state of today's drug channel shopper

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Learn how drug channel shoppers are managing shopping and spending in today's economic environment.
- Explore the changing nature of drugstore trips and how shoppers leverage the drug channel to support health and wellness goals.
- Identify key strategies to align with drug channel shoppers' priorities.

3:15-4:00 PM ET

CVS close-up: An in-depth look at the retailer's strategy

Amar Singh, Senior Director, Retail Insights

David Marcotte, Senior Vice President, Retail Insights

- Evaluate CVS's recent performance and growth to uncover its growth drivers.
- Discover the impact of CVS's recent strategic initiatives on the retailer's front-store and pharmacy businesses.
- Review what CVS will do in healthcare and digital.

4:00-4:15 PM ET

Day 1 wrap-up

Jake Kalotoi, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

Day 2: March 13

1:00-1:05 PM ET

Welcome and introduction

Jake Kalotoi, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

1:05-1:50 PM ET

Connecting with caregivers in the drug channel

Jake Kalotoi, Senior Analyst, Retail Insights

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Learn about caregivers' role in retail.
- Discover where shoppers are getting their caregiving supplies.
- Understand how to leverage retailer services and product categories to tap this growing shopper segment.

1:50-2:20 PM ET

Health and beauty: Attracting shoppers and building brands

Karen Kelso, Vice President, Retail Insights

- Identify growth and innovation areas from the blending of health and wellness and beauty categories.
- Review tactics and programs that encourage shopper engagement and loyalty.
- Predict the approaches most likely to build a strong platform for growth.

2:20-2:35 PM ET | **Break**

2:35-3:20 PM ET

Walgreens evolved: Finalizing a transformation

Amar Singh, Senior Director, Retail Insights

Jake Kalotoi, Senior Analyst, Retail Insights

Andriana Bantra, Senior Insights Consultant, Retail Insights

- Review Walgreens' financial performance and objectives.
- Learn how Walgreens' new healthcare focus affects the retailer's front store, pharmacy, and healthcare segments.
- Explore Walgreens' omnichannel strategy and how you can improve your relationship with the retailer.

3:20-4:05 PM ET

Digital healthcare: Tech's exponential growth in healthcare

David Marcotte, Senior Vice President, Retail Insights

- Discover various omnicommerce dynamics for new growth opportunities.
- Learn how to adapt to healthcare's current digital landscape.
- Get a sense of how suppliers are leveraging omnicommerce capabilities.

4:05-4:20 PM ET

Event wrap-up

Jake Kalotoi, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights