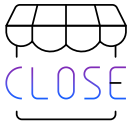


March 19-20, 2025

Drug Channel Virtual Event

Adapting to the dynamic drug channel landscape

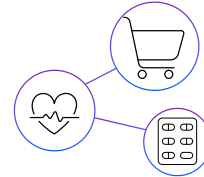
Key data/facts



The large number of drugstore closings slated over the next few years will bring major disruption to the channel. CVS has closed 900 stores and plans to shutter an additional 270 in 2025. Walgreens will close 500 stores in 2025 and another 700 by the end of 2027. How will you prepare if shoppers leave the drug channel as drug retailers close stores?



Walgreens and CVS are enhancing their retail media exchanges. The CVS Media Exchange now lets advertisers buy 30-second audio messages in store. Walgreens plans to pilot digital advertising in select locations to boost ecommerce adoption through a digital in-store experience. How will you engage your shoppers with new additions to top retailer media ecosystems?



Walgreens and CVS have dialed up their investments in women's health over the last few years.

CVS has been leading in this space with its "Here for Her" campaign and product innovations, while Walgreens is adding more women's health products to its shelves. Are you ready to deepen your relationships with these retailers in women's health categories?

Kantar's Drug Channel virtual event provides incisive supplier-focused analyses of strategies, shopper behavior, and wellness trends that can help drug retailers grow as they reduce their footprints and reassess their outlooks.

You'll walk away from this event with:

- Insights into how retail trends and shoppers have changed in the drug channel over the last year and strategies for success
- A clear understanding of the strategic advantages, objectives, and key focus areas of Walgreens and CVS to strengthen your partnerships and drive growth with both
- Knowledge of current trends in women's health and how drugstores are positioning themselves as leaders in this area
- An overview of the most recent digital advancements in loyalty programs and retail media networks and how retailers are utilizing them

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-4:30 PM ET

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

Kantar Presenters



Jake Kalota
Senior Analyst,
Retail Insights



Andriana Bantra
Senior Insights
Consultant,
Retail Insights



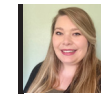
Amar Singh
Senior Director,
Retail Insights



Gina Logan
Principal Analyst,
Retail Insights



Mary Brett Whitfield
Senior Vice President,
Shopper Insights



Callie Edwards
Senior Consultant,
Kantar MONITOR

Guest Presenter



Michelle L. LeBlanc
Vice President of
Beauty and Personal
Care, CVS Health

Registration

Register today by [emailing us](#) or visiting our [event website](#).

Day 1: March 19

1:00-1:15 PM ET

Welcome and introduction

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

1:15-2:00 PM ET

2025 drug channel checkup

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

- Understand how shrinking footprints can affect drug retailers' front-store initiatives.
- Learn how drug retailers are shifting their product assortments to meet shopper needs.
- Discover how pharmacy retailers are enhancing customer value in the front store.

2:00-2:45 PM ET

A holistic view of women's health

Callie Edwards, Senior Consultant, Kantar MONITOR

Amar Singh, Senior Director, Retail Insights

- Explore Kantar's U.S. MONITOR for the latest drivers shaping women's health.
- Understand the progress, challenges, and innovations in women's health today.
- Learn about specific retailer executions in response to women's health trends.

2:45-3:00 PM ET | **BREAK**

3:00-3:45 PM ET

Walgreens: Riding the waves

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

Andriana Bantra, Senior Insights Consultant, Retail Insights

- Review Walgreens' financial performance and objectives.
- Explore Walgreens' omnichannel strategy and how to improve your relationship with the retailer.
- Learn how Walgreens is adapting to health and wellness trends in its stores.

3:45-4:15 PM ET

The state of today's drug channel shopper

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Understand how shoppers in the drug channel navigate their purchasing habits in today's economic landscape.
- Examine the evolving characteristics of drugstore visits and how shoppers use this channel to meet their health and wellness objectives.
- Determine the essential tactics to align with the priorities of drug channel shoppers.

4:15-4:30 PM ET

Day 1 recap

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

Day 2: March 20

1:00-1:05 PM ET

Welcome and introduction

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

1:05-1:50 PM ET

Revisiting caregivers: Best practices and new insights

Jake Kalotai, Senior Analyst, Retail Insights

Gina Logan, Principal Analyst, Retail Insights

- Explore how retail has evolved to meet caregivers' needs over the past year.
- Find out which retailers are drawing shoppers seeking caregiving necessities.
- Discover how to use retailer services and product categories to connect with this expanding shopper demographic.

1:50-2:35 PM ET

Skin care solutions in the drug channel

Jake Kalotai, Senior Analyst, Retail Insights

Andriana Bantra, Senior Insights Consultant, Retail Insights

- Identify growth and innovation areas by blending health, wellness, and beauty categories.
- Review tactics and programs that encourage shopper engagement and loyalty in this area.
- Learn about challenger brands disrupting this space within the drug channel.

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

2:50-3:35 PM ET

Harnessing retail media networks in the drug channel

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights

- Discover various omnichannel dynamics for drug loyalty program opportunities.
- Learn how to adapt to the evolving digital landscape within drugstores.
- Get a sense of how suppliers are leveraging new drug retailer omnichannel capabilities.

3:35-4:05 PM ET

An inside look at beauty and personal care at CVS

Amar Singh, Senior Director, Retail Insights

Jake Kalotai, Senior Analyst, Retail Insights

Michelle L. LeBlanc, Vice President of Beauty and Personal Care, CVS Health

- Learn what CVS is doing to support Gen Z shoppers in beauty and personal care.
- Uncover how CVS is evaluating future supplier partnerships in beauty and personal care.
- Review how the retailer is addressing emerging beauty trends and how it chooses new beauty products.

4:05-4:20 PM ET

Day 2 recap

Jake Kalotai, Senior Analyst, Retail Insights

Amar Singh, Senior Director, Retail Insights