

March 3-4, 2026

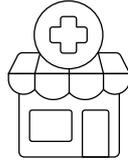
Drug Channel and Health and Wellness Event

Rewiring the drug channel and health and wellness retail

Key data/facts

The US drug channel has contracted. All remaining Rite Aid stores closed in late 2025 following the retailer's bankruptcy. CVS closed about 270 stores in 2025, and Walgreens is moving ahead with plans to close approximately 1,200 locations by 2027.

The closures leave fewer physical access points for pharmacy-led health engagement.



As traditional drug access declines, grocery and mass retailers are accelerating their role as health and wellness destinations. Expanded pharmacy networks, in-store clinics, and digital health services are shifting prescription volume and health spending to these channels.



GLP-1 adoption is now mainstream. By late 2025, about 12% of US adults reported actively using GLP-1 medications. GLP-1 use is materially influencing food, beverage, and wellness purchasing behavior as consumers prioritize protein, fiber, functional nutrition, and weight-management solutions.



AI is rapidly reshaping how shoppers navigate health decisions. From AI-driven search and recommendations to automated care navigation, discovery and decision-making are increasingly led by algorithms, forcing health and wellness brands to rethink content, engagement, and conversion strategies in 2026.

The drug channel reset, driven by store closures, operating model shifts, and a new definition of the channel's role in the health ecosystem, has blurred boundaries and enabled grocery, online, and mass retailers to reinforce their wellness offerings.

At this year's Drug Channel and Health and Wellness Event, Kantar experts will examine the drug channel within this broader transformation, highlighting key health and wellness trends and shopper behaviors. The event will explore the impact of AI and GLP-1 on health and wellness shopping.

You'll leave this event with:

- A clear understanding of how health-focused shoppers are evolving in 2026, including how access, affordability, and wellness priorities are reshaping shopper journeys in the drug channel
- An overview of how the drug channel reset and the expansion of grocery and mass into health and wellness are redefining competitive dynamics, growth opportunities, and brand partnerships
- Practical insights into how AI and GLP-1 adoption are changing how consumers find, evaluate, and engage with health and wellness brands
- A sharper playbook for how brands can win in the agentic AI age by aligning product, content, retail media, and engagement strategies to optimize for GEO, or generative engine optimization

Kantar Presenters



Amar Singh
Senior Director,
Retail Insights



Gina Logan
Associate Director,
Category Insights



David Marcotte
Senior Vice President,
Retail Insights



Heather Mosser
Associate Director,
MONITOR



Barry Thomas
Senior Retail
Commerce Thought
Leader



Leigh O'Donnell
Head of Shopper
and Category
Solutions



Ross Cloyd
Director,
Retail Insights

Virtual Event

Listen live or consume later

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

Registration

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

Day 1: March 3

1:00-1:15 PM ET

Welcome and introduction

Amar Singh, Senior Director, Retail Insights

1:15-2:00 PM ET

The drug channel reset

Amar Singh, Senior Director, Retail Insights

- Learn how store consolidation, operating model shifts, and margin pressure are reshaping the drug channel.
- Understand the changing role of the front store.
- Identify the strategic priorities brands must focus on to drive relevance, engagement, and growth in 2026.

2:00-2:55 PM ET

Health and wellness trends in 2026+

Heather Mosser, Associate Director, MONITOR

Amar Singh, Senior Director, Retail Insights

- Gain insights into how consumer expectations for holistic health and wellness are evolving.
- Check in on how shoppers are managing and prioritizing their health.
- Understand the role of technology in shaping healthy behaviors and choices.

2:55-3:15 PM ET | **BREAK**

3:15-4:00 PM ET

AI-enabled commerce and healthcare

Barry Thomas, Senior Retail Commerce Thought Leader

Gina Logan, Associate Director, Category Insights

- Learn how AI is moving shoppers from search to answers with models that rank, recommend, and buy.
- Discover the new health journeys driving more digital, AI-augmented shopping behaviors.
- Gain a practical framework for how to optimize your brand for the new algorithmic shelf.

4:00-4:45 PM ET

Amazon's rising influence in health and wellness

Amar Singh, Senior Director, Retail Insights

- Learn how Amazon is reshaping how shoppers discover health and wellness products.
- Understand the retailer's health ecosystem.
- Take a look at how Amazon is expanding its own-label health products.

4:45-5:00 PM ET

Day 1 recap

Amar Singh, Senior Director, Retail Insights

Day 2: March 4

1:00-1:15 PM ET

Welcome and introduction

Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

The GEO playbook for health and wellness brands

Amar Singh, Senior Director, Retail Insights

- Understand how AI-driven discovery and recommendation engines evaluate health brands and products.
- Learn the foundational requirements for making health content trusted, structured, and readable by AI.
- Apply a clear GEO playbook to improve visibility, credibility, and conversion across AI-led health journeys.

2:10-2:55 PM ET

GLP-1 drugs in 2026 and beyond

Leigh O'Donnell, Shopper Insights Leader

- Review how innovation, oral options, and lower costs are accelerating GLP-1 adoption.
- Learn why users are staying on GLP 1 therapies longer, extending engagement and impact.
- Find out how GLP-1 users perceive drug retailers' products, education, and health guidance.

2:55-3:15 PM ET | **BREAK**

3:15-4:00 PM ET

2026 drug channel merchandising innovation and requirements

David Marcotte, Senior Vice President, Retail Insights

- Learn how drug retailers are leveraging their store estates for optimal outlet sales.
- Understand how the drug channel's merchandising success metrics are evolving to meet new shopper behaviors.
- Consider new ways to disrupt the shelf to win in the future.

4:00-4:45 PM ET

Grocery's growing influence on health and wellness

Ross Cloyd, Director, Retail Insights

- Understand how grocery retailers are building connected health systems across stores, digital, services, and loyalty to shape behavior.
- Discover where health and wellness momentum is accelerating in the grocery channel today.
- Explore where grocery's health and wellness expansion is going, and how it will reshape channel expectations.

4:45-5:00 PM ET

Day 2 recap

Amar Singh, Senior Director, Retail Insights