

March 3, 2022

# The last-mile evolution

**This event covers the latest advancements from last-mile delivery providers, spotlights shopper trends in last-mile delivery, and takes a deep dive into last mile in the drug and grocery channels.**

As digital commerce evolves, last-mile delivery is a pivotal part of the fulfillment process for many brands and retailers. Join us as we dive into the latest insights about the expansion of last-mile delivery and how retailers across channels (e.g., drug, grocery) are leveraging these platforms to meet shopper expectations and transform their online business. Our subject-matter experts will help you understand the role of last mile for your business, shaping your 2022 fulfillment strategy.



## Insights and skills you'll gain from this event:

- A detailed understanding of the evolving last-mile delivery landscape and how you should leverage it as part of your omnichannel strategy
- The latest in shopper behavior and engagement with last-mile delivery
- How key channels and major retailers leverage last-mile delivery
- How emerging and third-party players and technology advancements are changing delivery fulfillment capabilities and profitability

## Virtual Event

Listen live or consume later

**Live:**

**Virtual event | 1:00-4:30 PM ET**

## Kantar Presenters



**Celia Van Wickel**  
Senior Director, Digital Commerce



**Mary Brett Whitfield**  
SVP, Head of Shopper Insights



**Nishant Shrikhande**  
Senior Analyst, Digital Commerce



**Alexa Bowman**  
Lead Analyst, Drug Channel



**Pam Goodfellow**  
Director, Retail Insights



**Dustin Speer**  
Analyst, Grocery Insights

## Registration

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

1:00-1:30 PM ET

**The latest in last-mile delivery**

Celia Van Wickel, Senior Director, Digital Commerce, Kantar

- Review major advancements in last-mile delivery in 2021.
- Learn about major players and new entrants in the product fulfillment space.
- Identify emerging trends and big takeaways for retailers and suppliers.

1:30-2:00 PM ET

**The role of fulfillment options in shaping shopping routines**

Mary Brett Whitfield, SVP, Head of Shopper Insights, Kantar

- Learn how shoppers are using fulfillment options at key mass, supermarket, drug, and category specialist retailers.
- Discover the role fulfillment options played in holiday shopping.
- Explore how fulfillment membership programs could influence grocery shopping decisions.

2:00-2:30 PM ET

**Strategies for success with DoorDash, Uber Eats, and Gopuff**

Nishant Shrikhande, Senior Analyst, Digital Commerce, Kantar

- Understand the unique offer of each of these major players.
- Gain insight into the data each player provides to brands.
- Develop a clearer sense of where you should place your assortment and media spend among last-mile providers.

2:30-2:45 PM ET | BREAK

2:45-3:15 PM ET

**Increasing delivery demand in the drug channel**

Alexa Bowman, Lead Analyst, Drug Channel, Kantar

- Review how last-mile delivery has penetrated the drug channel.
- Explore subscription retail services within health and beauty.
- Understand how medical ecommerce platforms will aid drugstores in becoming healthcare destinations.

3:15-3:55 PM ET

**Delivering next-generation online grocery fulfillment experiences**

Pam Goodfellow, Director, Retail Insights, Kantar

Dustin Speer, Analyst, Grocery Insights, Kantar

- Get up to speed on online grocery fulfillment preferences from the shopper view.
- Examine advancements that key grocery players have made in first-party online order fulfillment.
- Take a closer look at the evolving roles of last-mile delivery players in grocery, including Instacart.

3:55-4:25 PM ET

**Navigating opportunities in last-mile delivery**

Celia Van Wickel, Senior Director, Digital Commerce, Kantar

- Understand opportunities to capitalize on emerging last-mile trends.
- Review how the shift toward speedy convenience and profitability challenges in last-mile delivery are influencing new brand and retailer opportunities.
- Evaluate last-mile test-and-learn opportunities to prepare for 2022 and beyond.

4:25-4:30 PM ET

**Wrap-up**

Celia Van Wickel, Senior Director, Digital Commerce, Kantar