

2022 Impulse, Front-End & Checklane Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, January 25, 2022

The Impact of Wellness on Impulse Product Sales (NielsenIQ)

60 minutes

Wellness was THE single most powerful consumer force of 2021. As consumers became more deliberate with choices and as in-store shopping trips changed, the entire store, especially impulse categories were affected. Sherry will share a look at how the total wellness landscape has changed, what to anticipate for the future and how impulse categories can play a role in the new view.

Sherry Frey has more than two decades of industry experience and is a recognized thought leader on health/wellness shopping and consumption trends. With a background in marketing, market research, innovation and consulting with clients across many industries, Sherry shares visionary foresights combined with practical strategies. Sherry's view of health and wellness is beyond our own personal health and wellness and includes how we collectively think of the health of the planet.



Sherry Frey
NielsenIQ