

## 2025 Cough, Cold, Preventative & Allergy 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.

Monday, January 13, 2025

#### NielsenIQ: State of the Industry: Cough, Cold & Allergy 2025 & Beyond

**30 minutes**

Join NIQ's Yvonne Buisson as she delivers an insightful update on the current season's developments in the cough, cold, preventative, and allergy categories. In this session, Yvonne will explore key market trends, consumer behaviors, and product innovations shaping these segments. She will also share predictions for the months ahead, focusing on emerging consumer health concerns and the evolving demand for preventative care and allergy management. This session will provide valuable takeaways for industry professionals looking to navigate the fast-changing landscape of seasonal and year-round health products.



Yvonne Buisson, Director, Health, Baby, Pet & Personal Care  
NielsenIQ

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## Roundtables

### 60 minutes

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

- Serving smarter shoppers
  - How are retailers and brands best serving today's more knowledgeable and health-conscious shopper who is looking for natural, herbal, "free from" or even sustainable offerings?
- Consumer Education & Marketing
  - Tactics to educate shoppers on "preventive" solutions
  - Best practices for marketing and educating shoppers instore & online
- Successful partnerships that win at retail
  - Discuss examples of buyer and seller partnerships that help everyone win
  - Explore ways to achieve success through industry relationships and partners
- Trends in retail today & what's coming tomorrow
  - Discuss key trends and opportunities in today's market
  - How will AI impact trends for the future
- Selecting the right co-man partner
  - Discuss all the things to consider in determining the right fit