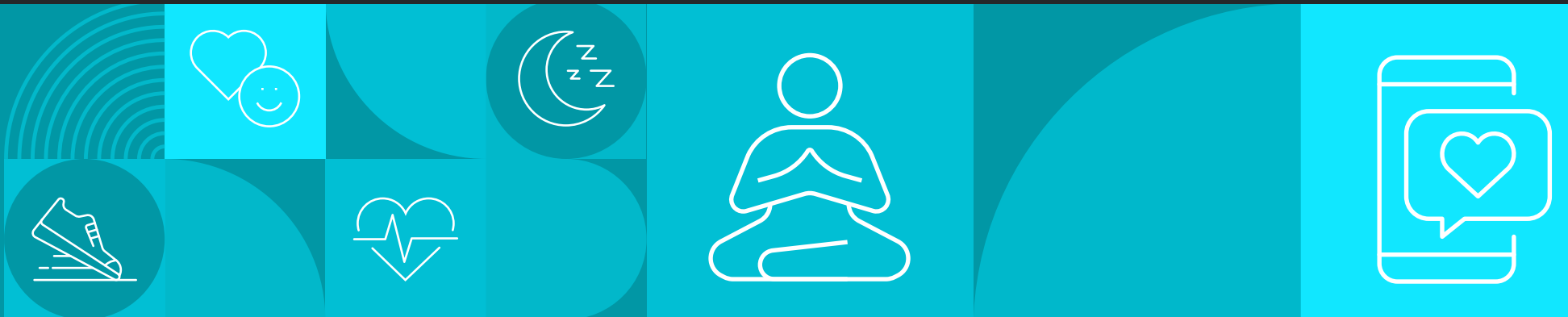


Retail Environment Winners: Health & Wellness

Best practices for in-store health and wellness experiences are technology-driven, integrated, interactive, and personal. Many healthy retail environments include more than just merchandise.



Stores are Technology Enabled and Integrated

Customer's digital device is essential for engagement

Interactive experiences and cohesive wellness signage highlight solutions to customer health issues

Address customer pain points through personalization tools, configurators and in-store experts



Health & Wellness Experience is Engaging and Interactive

Self-serve applications, AI and emerging tech help maximize labor productivity

Product attribute labels and icons highlight healthy options and focus on clean ingredients

Membership, loyalty, and subscription programs are front and center



Focus on Personalization

Omni-channel offerings allow customers to shop their way

Focus on high-engagement categories and services; low-engagement products are automated and placed on subscription

Collaborations can accelerate success (e.g., Uber Eats, Shipt, Village MD, GNG, Ulta Beauty)

*Source: Bluestock Advisors

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