

Sept. 28-29, 2022

Canadian Retail Insights Conference

Rethinking planning: How to grow in the post-COVID Canadian retail landscape

As inflationary pressures increase and interest rates slow the Canadian economy, Canadian shoppers are focusing more on value.

In addition, COVID-19 has reset shopper attitudes and behaviours and changed expectations of physical stores and ecommerce last-mile fulfilment.

Multicultural shoppers are also opening growth opportunities for retailers and brands.

At Kantar's 2022 Canadian Retail Insights Conference, our subject-matter experts will help you adjust your business plans to these realities for 2022 and beyond.



Insights and skills you'll gain from the event:

- A clear grasp of the impact of macroeconomic forces and the changing face of the Canadian shopper on Canadian retail
- A view of how price inflation, supply chain disruptions, and changing consumer attitudes are impacting shopping at grocery stores, mass merchandisers, clubs, and discounters
- An understanding of how ecommerce in Canada is evolving from expansion to speed of delivery

Virtual Event

Listen live or consume later

Live:

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

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

Kantar Presenters



David Marcotte
Senior Vice President,
Global Retail &
Technology



Amar Singh
Senior Director, Retail
Insights



Simon Johnstone
Senior Director, Dollar/
Value Channel Insights



Casey Ferrell
Senior Vice President,
Strategic Consulting



Caroline Gianias
President, Radio
Connects



Bobby Sahni
Partner & Co-founder,
Ethnicity Matters



Hilary Borndahl
Founder & CEO,
Miix Analytics

Registration

Register today by emailing

events@kantarc consulting.com

or visiting our [event website](#).

DAY 1: Sept. 28

1:00-1:15 PM ET

Welcome and introduction

David Marcotte, Senior Vice President, Global Retail & Technology
Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

Canada in 2023: Hard times ahead for retail and shoppers

David Marcotte, Senior Vice President, Global Retail & Technology

- Review the broad economic forecasts for Canada and the provinces.
- Evaluate how the global economy, commodity prices, and the supply chain will impact retailing.
- Assess the spending shifts that major players can expect as cash and credit become more expensive.

2:10-2:55 PM ET

State of the Canadian consumer

Casey Ferrell, Senior Vice President, Strategic Consulting

- How are Canadians navigating a world disrupted?
- What are the key tensions that define the consumer marketplace?
- How can brands tap into Canadians' core motivations?

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

3:15-4:00 PM ET

Attracting new customers in a cultural mosaic

Bobby Sahni, Partner & Co-founder, Ethnicity Matters

- Understand how the demographic shift is affecting North American organizations today and how it will change the way we do business in the future.
- Go inside the multicultural consumer mindset and get key insights based on "cultural baggage."
- Learn solution-agnostic approaches to growth based on examples and best practices from a variety of industries.

4:00-4:45 PM ET

Multicultural shopper behaviour in Canada

Casey Ferrell, Senior Vice President, Strategic Consulting
Amar Singh, Senior Director, Retail Insights

- Understand the attitudes and behaviours of ethnic shoppers in Canada.
- Find out where the main multicultural consumers prefer to shop.
- Discover what motivates their purchases across key merchandising groups.

4:45-5:00 PM ET

Wrap-up

David Marcotte, Senior Vice President, Global Retail & Technology
Amar Singh, Senior Director, Retail Insights

DAY 2: Sept. 29

1:00-1:15 PM ET

Welcome and introduction

David Marcotte, Senior Vice President, Global Retail & Technology
Amar Singh, Senior Director, Retail Insights

1:15-2:00 PM ET

Canada: New battleground for ecommerce growth

Amar Singh, Senior Director, Retail Insights

- Learn how last-mile delivery players are pursuing growth in Canada.
- Understand ecommerce growth opportunities among Canadian shoppers.
- Uncover the key motivators across leading ecommerce players.

2:00-2:45 PM ET

Canadian grocery dynamics post-COVID

David Marcotte, Senior Vice President, Global Retail & Technology
Amar Singh, Senior Director, Retail Insights

- Discover how Loblaw, Sobeys, and Metro Canada are operating amid inflationary pressures and uncertainty.
- Understand how Canadian grocers are building fluid ecosystems to engage shoppers.
- Learn tactics for refining your customer strategy to drive growth.

2:45-2:55 PM ET | **BREAK**

2:55-3:40 PM ET

Canadian mass merchandisers and Costco: A status check

David Marcotte, Senior Vice President, Global Retail & Technology
Amar Singh, Senior Director, Retail Insights

- What are Walmart, Canadian Tire, and Costco's key business initiatives?
- Who are mass merchandise shoppers in Canada and how do they shop?
- How are Canadian mass merchandisers reinforcing their retailer ecosystems?

3:40-4:15 PM ET

AM/FM radio boosts trade ROI

Caroline Gianias, President, Radio Connects

Hilary Borndahl, Founder & CEO, Miix Analytics

- Learn how AM/FM radio independently delivers the highest ROI of any media channel.
- Find out why AM/FM radio also bolsters the returns of every other media channel across traditional and digital media.
- Fine-tune how to boost your trade ROI through the power of AM/FM radio's three R's: reach, relevancy, and recency.

4:15-4:45 PM ET

All eyes on the value channel in Canada

Simon Johnstone, Senior Director, Dollar/Value Channel Insights

- Understand the short- and long-term role of the value channel in Canada.
- Discover why pricing is changing at value retailers as spending patterns shift.
- Examine new opportunities for CPGs working in the value channel.

4:45-5:00 PM ET

Event wrap-up

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights