

Dec. 7-8, 2022

# Retail Insights Conference 2022

## Facing retail realities for 2023

As the COVID-19 pandemic wanes, businesses are facing new macroeconomic, operational, and shopper realities. Surging inflation, spiking interest rates, and lingering supply chain disruptions are influencing shopping decisions across all channels.



Kantar's 2022 Retail Insights Conference un.masks the three faces of retail to provide a comprehensive growth plan for 2023 and beyond:

- Retailers and suppliers must rethink the face they present to the shopper who is evolving and finding ways to navigate economic conditions.
- Retailers and suppliers need strong face-to-face collaboration so they can integrate their business operations to minimize disruption and be more agile when it comes to engaging shoppers.
- Retailers and suppliers must face inward to build the core competencies needed to provide inspiration, convenience, and lifestyle integration.

## Virtual Event

Listen live or consume later

**Live:**

**Day 1 | 10:00 AM-3:15 PM ET**

**Day 2 | 10:00 AM-3:30 PM ET**

## Registration

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

## Kantar Presenters



**Rachel Dalton**  
Head of Retail Insights



**Renata de Moura**  
Senior Director



**Misha Jethwa**  
Manager, Shopper Insights and Solutions



**David Marcotte**  
SVP, Global Retail & Technology



**Leigh O'Donnell**  
Head of Shopper and Category



**Eleanor Thacher**  
Senior Analyst, Shopper Insights



**Mary Brett Whitfield**  
SVP, Shopper Insights



**Doug Hermanson**  
Principal Economist



**Donnie Pacheco**  
Senior Director, Digital Commerce



**Barry Thomas**  
Senior Thought Leader



**Amar Singh**  
Senior Director, Retail Insights



**Colombe Bommelaer**  
Senior Director, Category Insights



**Julie Craig**  
VP, Shopper Insights



**Kate Hohenstatt**  
Lead Analyst



**Simon Johnstone**  
Senior Director, Dollar/Value Channel Insights



**Nishant Shrikhande**  
Senior Analyst, Digital Commerce



**Bob Musman**  
Customer Experience



**Ross Cloyd**  
Director, Grocery Insights



**Anna Brennan**  
Senior Analyst



**Taylre Stumpf**  
Senior Analyst



**Chris Miles**  
Analyst



**J. Walker Smith**  
Knowledge Lead



**Taylor Galland**  
Principal Analyst



**Karen Kelso**  
VP, Mass and Club



**Tiffany Hogan**  
Director, Retail Insights

**Dec. 7**

The six themes  
of 2023

**General Session**

10:00-10:10 AM ET

**Welcome and setting the stage**

Rachel Dalton, Head of Retail Insights  
Leigh O'Donnell, Head of Shopper and Category

10:10-10:40 AM ET

**Addressing an unresolved year: Kantar's six themes for 2023**

David Marcotte, SVP, Global Retail & Technology

- Understand and balance global macro and shopper trends.
- Plan for store development and online expansion.
- Assess the weight of cultural change and how it is reflected in share of life.

10:40-11:10 AM ET

**Retail's new macro realities**

Doug Hermanson, Principal Economist

- Understand the contrast between the 2023 macro environment and the recent past.
- Weigh the inflation outlook and the recession risk in 2023.
- Identify the strategic changes needed to navigate the new macro landscape.

11:10-11:20 AM ET | **Break**

11:20-11:50 AM ET

**Shoppers change the frame**

Mary Brett Whitfield, SVP, Shopper Insights

- Explore how shoppers are resetting the criteria for making retail and product decisions.
- Discover the new dynamics of shopping routines.
- As retailers roll out new strategies and tactics to draw in shoppers, learn how shoppers are responding.

11:50 AM-12:20 PM ET

**Maximizing share of life by reinforcing lifestyle integration**

Amar Singh, Senior Director

- Find out how retailer ecosystems are captivating shoppers.
- Understand the new rules of shopper engagement.
- Discover how to drive long-term brand saliency.

12:20-12:30 PM ET

**Top 5 key takeaways**


12:30-1:00 PM ET | **Break**

## Dec. 7

The six themes  
of 2023

**Breakout Sessions**

The icons represent Kantar's six key themes for 2023. Each breakout session is aligned to at least one theme.

	1. New macro realities		4. Digital playground
	2. Shopper reset		5. New social contract
	3. Managing contradictions		6. Share of life

1:00-1:30 PM ET  

**Retail reinvented: Impulse growth strategies**

Barry Thomas, Senior Thought Leader

Julie Craig, Vice President, Shopper Insights

Colombe Bommelaer, Senior Director, Category Insights

- Learn how shoppers are changing their impulse purchases across categories and channels.
- Understand the new impulse shopper personas and implications.
- As retailers roll out new strategies and tactics to draw in shoppers, learn how shoppers are responding.

1:00-1:30 PM ET  

**The value channel's rising influence**

Simon Johnstone, Senior Director

- Explore the changing value channel model.
- Understand why the channel is defined by international, local, and competitive disruption.
- Uncover how the channel's growth formula has improved during inflation.

1:30-1:35 PM ET | **Break**

1:35-2:05 PM ET  

**Winning assortment strategies now and into the future**

Kate Hohenstatt, Lead Analyst

Bob Musman, Customer Experience

- Gain insight into the retailer-supplier relationship and how it impacts short- and long-term assortment strategies.
- Understand how brands can win on the shelf by leveraging Kantar's Perfect Category solution with the RichMix assortment tool and virtual reality visualization.
- Provide future thought leadership with consumer-validated VR Research platform.

1:35-2:05 PM ET 

**The membership mix: Retailer membership and loyalty programs**

Nishant Shrikhande, Senior Analyst

Anna Brennan, Senior Analyst

- Evaluate standout retailer membership programs and their key elements.
- Look at how key retailers are evolving their membership and loyalty programs.
- Understand what shoppers are looking for in retailer memberships and how brands can best take advantage of these programs.

## Dec. 7

The six themes  
of 2023

2:05-2:10 PM ET | **Break**

2:10-2:40 PM ET 

**Shoppers decoded: Using shopper segmentation to unlock opportunity**

Julie Craig, Vice President, Shopper Insights

- Using ShopperDNA then and now, identify segment shifts since the pandemic.
- Track each segment's shift into omni shopping.
- Build a blueprint for winning with key segments.

2:10-2:40 PM ET 

**Private label's role as shoppers face economic uncertainty**

Ross Cloyd, Director

Chris Miles, Analyst

- Examine how macro headwinds impact shopper buying behavior and the role private label plays in grocery retailers' product offerings.
- Take a deeper look into the categories where private label is driving positive sales.
- Learn how private label innovation is being used to unlock solutions for at-home cooking and on-the-go meals.

2:40-2:45 PM ET | **Break**

2:45-3:15 PM ET 

**A 'fresh' perspective on agriculture's influence on retail**

Doug Hermanson, Principal Economist

Taylre Stumpf, Senior Analyst

- Get the latest outlook for agriculture markets and their impact on inflation.
- Understand how retailers are expanding into agriculture production and distribution.
- Learn how retailers are merchandising fresh and local agriculture products.

2:45-3:15 PM ET  

**Sticker shock: Millennials confront the true cost of convenience**

Anna Brennan, Senior Analyst

Taylor Galland, Principal Analyst

- Find out what's important to millennials, particularly when it comes to winning share of wallet and life with subscriptions and convenience services.
- Explore retailers' long-term strategic goals for subscription services and how to best integrate your offer into different business models.
- Reflect on how millennials feel about their financial health, along with potential implications for the next generation of shoppers.

**Dec. 8**

Creating a road map for growth

**General Session**

10:00-10:10 AM ET

**Welcome**

Rachel Dalton, Head of Retail Insights  
Leigh O'Donnell, Head of Shopper and Category

10:10-10:40 AM ET

**Panel: Making volatility work: Planning for growth amid uncertainty**

Moderator: Leigh O'Donnell, Head of Shopper and Category  
Panelists: Barry Thomas, Senior Thought Leader  
David Marcotte, SVP, Global Retail & Technology  
J. Walker Smith, Knowledge Lead

- Contextualize the scope, scale, and rapid of change within and beyond retail.
- Assess what's changing and what isn't, as well as how to seek constancy amid change.
- Learn how you can offset volatility through smart contingency planning.

10:40-11:10 AM ET

**Managing contradictions: The big profit challenge**

Simon Johnstone, Senior Director

- Re-examine the biggest pressures on retail profitability in 2023 and how retailers plan to navigate them.
- Contextualize the short- and long-term effect of changes in asset management, revenue streams, and greater investment in the value chain.
- Reframe how you can partner with purpose to manage the big profit challenge.

11:10-11:20 AM ET | **Break**

11:20-11:50 AM ET

**Sliding down a new digital realm**

Rachel Dalton, Head of Retail Insights  
Barry Thomas, Senior Thought Leader

- Evaluate the new digital landscape shaping retail tactics.
- Understand how commerce is changing in the digital playground.
- Uncover predictions and strategies for entering the new digital realm.

11:50 AM-12:20 PM ET

**The revised social contract**

Karen Kelso, Vice President

- Survey the extent to which ESG concerns are becoming increasingly complex and interwoven in the fabric of our culture.
- Gain insights into shoppers' elevated expectations of transparency on sustainability, social justice, and privacy matters.
- Review frameworks to help you navigate and manage macro, micro, and legal requirements.

**Dec. 8**

Creating a road map for growth

12:20-12:30 PM ET

**Top 5 key takeaways**

12:30-1:00 PM ET | **Break**

**Breakout Sessions**

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1:00-1:45 PM ET 

**The disrupted store: Physical retailing remains at risk**

Taylor Galland, Principal Analyst

Ross Cloyd, Director

- Unpack how to realign inventory replenishment models to ride out a return to normal.
- Consider how you can better control the shopping experience in light of the retail labor shortage that's disrupting store operations.
- Ensure you account for how retailers are rebalancing their use of store space and that your omni strategy delivers the right assortment.

1:00-1:45 PM ET  

**(Profit) margin of error: Amazon, Walmart, and Target in 2022**

Donnie Pacheco, Senior Director, Digital Commerce

Tiffany Hogan, Director

Karen Kelso, Vice President

- Explore how Amazon, Walmart, and Target are using private label, pickup, and new platforms to drive profitability.
- Learn each retailer's key strengths and opportunities in each area and the role brands can play.
- Get our experts' latest prognostications on how these players will gain share of shoppers and their wallets.

1:45-1:50 PM ET | **Break**

1:50-2:20 PM ET  

**A peek at the state of retail media**

Nishant Shrikhande, Senior Analyst

- Understand how to align teams for retail media success.
- Evaluate how you can play to win in retail media.
- Uncover company best practices in retail media.

**Dec. 8**

Creating a road map for growth

1:50-2:20 PM ET 

**Gen Z's unparalleled level of influence and disruption on retail**

Misha Jethwa, Manager, Shopper Insights and Solutions

Eleanor Thacher, Senior Analyst, Shopper Insights

- Establish a checklist to better connect with this hyperconnected generation.
- Examine Gen Z's largest perception shifts and the areas of retail most impacted.
- Learn the importance of authenticity and how to best approach it.

2:20-2:25 PM ET | **Break**

2:25-2:55 PM ET 

**Winning with meal occasions: The evolving food landscape**

Colombe Bommelaer, Senior Director, Category Insights

Renata de Moura, Senior Director

- Discover how shoppers are planning versus actioning their meal occasions throughout the week.
- Review the categories that go into the basket for each meal occasion.
- Find out what role food service plays in shoppers' weekly meal occasions.

2:25-2:55 PM ET 

**The future of the digital shelf**

Barry Thomas, Senior Thought Leader

Nishant Shrikhande, Senior Analyst

- Understand the current ecommerce landscape and growth drivers.
- Get an overview of the future digital shelf framework.
- Review future digital shelf vectors and supporting use cases for each area.

2:55-3:00 PM ET | **Break**

3:00-3:30 PM ET 

**The deliberate shopper: Parsing the issues that matter most**

Eleanor Thacher, Senior Analyst, Shopper Insights

- Learn how to win shoppers with transparency.
- Uncover the generational view on sustainability.
- Find out how key retailers are activating transparency through product, price, and company values.

3:00-3:30 PM ET 

**Circular retail: Mandate or myth?**

Tiffany Hogan, Director

- Explore how well brands are executing their circular initiatives.
- Understand what shoppers actually want retailers to do to achieve circularity.
- Evaluate how achievable a circular future really is.