

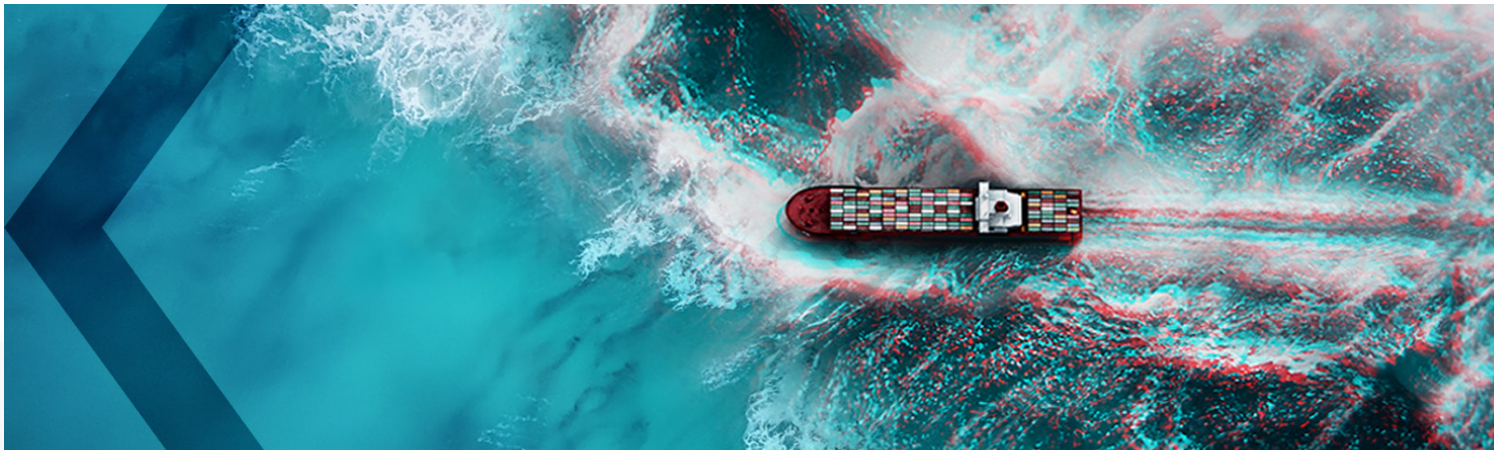
Dec. 13-14, 2023

Retail in 2024 and beyond: Turbulent transformation


Navigating a path to growth during a period of economic volatility and rapid digital acceleration


Socioeconomic change and generational values will profoundly impact how retailers and brands win shoppers. New media platforms, touchpoints, and ecosystems that create and convert demand will become business-critical assets.


Success in 2024 and beyond means discovering innovative ways to win and build your brand through collaboration, partnerships, and a total view of the shopper. While technology and AI will increasingly enable and power retail, forging genuine human-centric connections will be what matters most.





Kantar's experts define six forces to help you navigate a period of turbulent transformation with a path to long-term growth:


 **Planning on uncertainty:** Eliminating short-term growth barriers while remaining focused on long-term strategies for success

 **Shifting power dynamics:** Why tracking demographic upheaval, innovative models, and the rise of challenger brands and private label matters

 **Striking a balance:** Achieving the perfect balance between escalating business costs and profit pressure and future-focused investment and digital transformation

 **Value as a virtue:** Why delivering shopper convenience, experience, and purpose while aligning with personal values will create lasting shopper connections

 **Digital revolution:** How accelerated retail digitalization calls for new ways to meet demands for seamless shopping experiences

 **Sustainable pledges:** Assessing whether we can deliver on sustainability pledges while remaining price-competitive as investment priorities constantly evolve

By attending this virtual event you will gain:

- A clear understanding of the mega trends and seismic shifts impacting retail
- Actionable insights to ignite your short- and long-term strategic plans
- Confidence in knowing where to place your bets for maximum returns
- Future-focused thinking to identify what's next and, crucially, what it means
- Powerful insights into the forces shaping shopper behavior and attitudes

Virtual Event

Listen live or consume later

Live:

Day 1 | 10:00 AM-3:45 PM ET

Day 2 | 10:00 AM-3:45 PM ET

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

Day 1: Dec.13**General Session**

10:00-10:15 AM ET

Welcome and setting the stage

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Insights

10:15-11:00 AM ET

The global retail landscape

Rachel Dalton, Head of Retail Insights, North America

Paida Mugudubi, Head of Retail Insights, Global

- Get caught up on the major retail trends and drivers making headlines around the world.
- Size up channel winners and losers and major retailer dynamics.
- Evaluate the main implications for the US and key global markets.

11:00-11:30 AM ET

Sticking the landing in a turbulent economy

Doug Hermanson, Principal Economist

- Identify macro vulnerabilities in retail.
- Understand where the economy is likely to land in 2024.
- Discover growth opportunities shaped by the macro environment.

11:30-11:45 AM ET | **Break**

11:45 AM-12:15 PM ET

Seeking solid ground: Shopping shifts in a tumultuous time

Julie Craig, Vice President, Shopper Insights

- What market forces (healthcare, economy, politics, etc.) are most likely to impact current and future shopping behavior?
- Who are the shoppers under the most financial pressure, and who should brands and retailers target?
- What changes can brands and retailers expect shoppers to make under different 2024 scenarios, and how can they be ready to win?

12:15-12:45 PM ET

Transforming retail with AI

Amar Singh, Senior Director, Retail Insights

- Explore how automation is deployed in retail.
- Identify the role of analytical AI in forecasting and planning.
- Uncover how personalization and engagement are evolving thanks to generative AI.

12:45-1:00 PM

Key takeaways from morning sessions







Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Insights

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

Breakout Sessions

The icons represent Kantar's six key themes for 2024. Each breakout session is aligned to at least one theme.

	1. Planning on uncertainty		4. Value as a virtue
	2. Shifting power dynamics		5. Digital revolution
	3. Striking a balance		6. Sustainable pledges

1:30-2:00 PM ET   

Retail media networks: FMCG challenges and opportunities

Barry Thomas, Senior Retail Commerce Thought Leader

Jed Meyer, Senior Vice President, Media Insights

- Trace the growth of retail media networks with a CPG perspective on this asset.
- Survey the evolution and effectiveness of retail media networks.
- Learn how to organize your resources to make the most of retail media networks.

1:30-2:00 PM ET   

The health-centric drug channel

Amar Singh, Senior Director, Retail Insights

Andriana Bantra, Senior Insights Consultant, Retail Insights

- Learn how drugstores are transforming into health centers.
- Find out how assortment and merchandising decisions are evolving.
- Understand the role of digital assets, retail media, and social commerce in driving growth.

2:00-2:05 PM ET | **Break**

2:05-2:35 PM ET   

Digital transformation and the evolution of online retail

Rachel Dalton, Head of Retail Insights, North America

- Explore the key levers driving growth in online retail.
- Examine how digital transformation is reshaping the retail experience.
- Evaluate the future of digital commerce and where to invest to win.

2:05-2:35 PM ET   

US grocery: National vs. regional power dynamics

Ross Cloyd, Director, Retail Insights

Chris Miles, Senior Analyst, Retail Insights

- Gain an understanding of how national and regional grocery retailers are repositioning strategies in an evolving market.
- Get a break down of retailer ecosystems and how physical and digital retailing interconnect.
- Understand today's grocery landscape challenges and the opportunities of tomorrow.

2:35-2:40 PM ET | **Break**

2:40-3:10 PM ET  

Global merchandising innovation and US implications

Marie Humbert, Senior Insights Consultant, Retail Insights

Gina Logan, Principal Analyst, Retail Insights

- Learn how merchandising is evolving globally.
- Draw inspiration from emerging and transformative merchandising initiatives.
- Get a read on the outlook for merchandising and what it means for your brands.

2:40-3:10 PM ET   



Critical customer planning consideration for key US retailers

Rachel Dalton, Head of Retail Insights, North America

Karen Kelso, Vice President, Retail Insights

- Discover how to customize your approach with your retail customer in mind.
- Balance looking backward and forward to successfully plan for growth opportunities.
- Learn how to move beyond transactions to build connectivity and partnership.

3:10-3:15 PM ET | **Break**

3:15-3:45 PM ET  

Shopper Check-In: Live!

Julie Craig, Vice President, Shopper Insights

Renata de Moura, Senior Director, Shopper Insights

Misha Jethwa, Manager, Shopper Insights

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights

- Tune in for our nominees for the ShopperScope® insight stat of the year.
- Learn the most important shopper data points to track and key things to watch for.
- Get our expert POV on what shopper behaviors matter most now and in the future.

3:15-3:45 PM ET   

How leading global retailers are navigating the turbulence

Moderator: Kate McGee, Partner, Syndicated Retail Platforms

Panelists: Karen Kelso, Vice President, Retail Insights

Simon Johnstone, Senior Director, Retail Insights

Amar Singh, Senior Director, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights

Marie Humbert, Senior Insights Consultant, Retail Insights

- Gain insights into how retailers are allocating resources to support growth and how key global retailers are performing.
- Analyze critical tactics to manage the “permacrisis” environment.
- Discuss future growth initiatives and where global retailers will be placing their bets.

Day 2: Dec.14**General Session**

10:00-10:15 AM ET

Welcome and setting the stage

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Insights

10:15-10:45 AM ET

Planning for new disruptive spaces and formats

David Marcotte, Senior Vice President, Global Retail and Technology

- Find out why some of the fastest-growing formats are creating new tensions among existing retailers and vendors.
- Gauge how these formats are shifting the merchandising and financial demands on vendors.
- Understand why success with these popular formats will take longer-term planning.

10:45-11:15 AM ET

The value triumvirate

Simon Johnstone, Senior Director, Retail Insights

- Identify the intersection at which retailers, shoppers, and suppliers define value.
- Evaluate which channels are poised to win in the short and long term.
- Review the capabilities needed to manage changing value relationships.

11:15-11:30 AM ET | **Break**

11:30 AM-Noon ET

Pragmatic sustainability: How ESG supports EDLP

Karen Kelso, Vice President, Retail Insights

- Determine how resource availability influences retailer strategies.
- Explore the connectivity between aspirational goals and P&L performance.
- Consider the short-and long-term benefits of regenerative business tactics.

Noon-12:45 PM ET

Future of commerce

Moderator: Ted Riedel, North America Practice Lead

Panelists: Barry Thomas, Senior Retail Commerce Thought Leader

J. Walker Smith, Knowledge Lead

Dianne Graham, Senior Vice President, Retail Advisory

Leigh O'Donnell, Head of Shopper and Category Insights

- Explore some of the biggest strategic disruptions facing the FMCG industry and recommendations for how to navigate one of our industry's most turbulent periods.
- Understand how winning FMCG firms are upskilling their workforce as data science alters the nature of work.
- Learn how FMCGs are rethinking competitive advantage with new data, data science tools, ways of working, and leadership strategies.

12:45-1:00 PM







Key takeaways from morning sessions

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1:00-1:30 PM ET | **Break****Breakout Sessions**


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1:30-2:00 PM ET **Managing margins in mass and club**

Karen Kelso, Vice President, Retail Insights

- Find out why making money has become harder since the pandemic.
- Examine how retailers' profit sources are evolving.
- Predict the new retail profit models' risks, rewards, and potential impacts on your business.

1:30-2:00 PM ET **Retailer sustainability trade toolkit**

Georgia Plummer, Senior Insights Consultant, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights

Lauren Winkler, Vice President, Category Insights

- Get an overview of the US sustainability landscape.
- Learn how to talk to retailers about sustainability and manage expectations and strategic initiatives.
- Find out how to adapt sustainability with a category/brand vision.

2:00-2:05 PM ET | **Break**2:05-2:35 PM ET  **Future of food service: Innovation and partnerships**

Barry Thomas, Senior Retail Commerce Thought Leader

- Step through six ways restaurants are reinventing their business models to create new revenue streams and build brand affinity.
- Review restaurant examples across all six areas with insights for FMCGs, retailers, and restaurants.
- Get summary learnings and implications for food service and retail industry players.

2:05-2:35 PM ET **Why private label is poised to steal dollar share**



Sophie Carroll, Associate Director, Retail Insights
 Colombe Bommelaer, Senior Director, Category Insights
 Chris Miles, Senior Analyst, Retail Insights

- Understand the growth momentum of private label.
- Learn about the key strategies at play for private label.
- Find out what the private label outlook means for A-brands.

2:35-2:40 PM ET | **Break**2:40-3:10 PM ET  **The Gen Z conundrum: Values vs. value**

Julie Craig, Vice President, Shopper Insights
 Michelle Brisson, Senior Consultant, U.S. MONITOR

- How does Gen Z define value?
- How are Gen Z shoppers shopping based on their personal values and beliefs?
- How can brands/retailers navigate these opposing viewpoints?

2:40-3:10 PM ET   **Value of a dollar: Maximizing the dollar store opportunity**

Simon Johnstone, Senior Director, Retail Insights

- Assess the real size of the prize that dollar stores represent.
- Review a snapshot of individual retailer strategies.
- Discern the elements of best-in-class supplier partnerships.

3:10-3:15 PM ET | **Break**3:15-3:45 PM ET   **Understanding the local food revolution**

Taylre Stumpf, Senior Analyst, Retail Insights
 Anna Brennan, Senior Analyst, Retail Insights

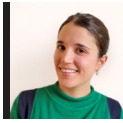
- Examine the factors driving shopper interest in locally sourced products.
- Discuss the potential advantages for retailers in incorporating local products.
- Learn how retailers and brands can leverage local sourcing for brand differentiation.

3:15-3:45 PM ET  **The state of grocery trips**

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights
 Renata de Moura, Senior Director, Shopper Insights

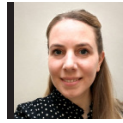
- Uncover the top retailers shopped and grocery trip missions.
- Understand the current state of grocery shopping, including the role of online shopping and fulfillment methods.
- Learn about the top drivers of grocery shopping satisfaction.

Kantar Presenters



Andriana Bantra

Senior Insights Consultant,
Retail Insights



Marie Humbert

Senior Insights Consultant,
Retail Insights



Malcolm Pinkerton

Global Head of Retail
Insights



Colombe Bommelaer

Senior Director,
Category Insights



Misha Jethwa

Manager,
Shopper Insights



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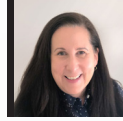
Ted Riedel

North America
Practice Lead



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Karen Kelso

Vice President,
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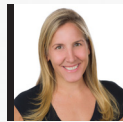
J. Walker Smith

Chief Knowledge
Officer



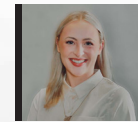
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Kate McGee

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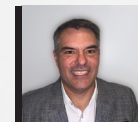
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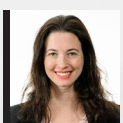
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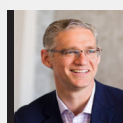
Barry Thomas

Senior Retail Commerce
Thought Leader



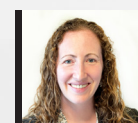
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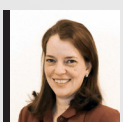
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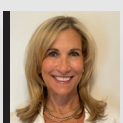
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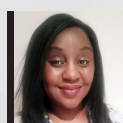
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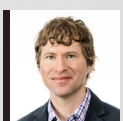
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