

Dec. 11-12, 2024

2024 Retail Insights Conference

Accelerating agility: Driving commerce in a changing world



2025 will be a pivotal year in retail. While a level of uncertainty will always course through the industry, retailers and suppliers are now taking back the reins and owning their future by:

- Devising strategies to navigate political and economic crosscurrents and other disruptions ahead, while capitalizing on the many opportunities to uncover growth
- Making decisions prudently, but briskly, on resources, investments, rightsizing, and expansion, with the goal of driving margins
- Inspiring shoppers with products and services that reinforce the value equation more strongly
- Quickly tailoring their propositions to different generations and economic contexts in a bifurcated marketplace and elevating secondary value attributes to justify higher prices and amplify their demand power

With the path to purchase becoming increasingly complex and circular, retailers and brands that are data driven and willing to lead as AI transforms the industry will be better placed to win across all aspects of the value chain.

Virtual Event

Listen live or consume later

Live:

Day 1 | 10:00 AM ET to 4:00 PM ET

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

Registration

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

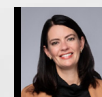
By attending this event, you will gain:

- An understanding of the retail landscape, the pace of change, and a path forward to manage continued disruptions while uncovering new opportunities
- Tactics on how to reinforce the value equation to create loyalty and drive share
- Innovative ideas about integrating retail strategies and technology
- Tools to develop cohesive strategies linked across the value chain to drive success in an uncertain global market

Guest Speakers



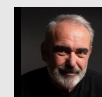
Carla Puttini
Strategic Insights
Manager, Google



Diana Marshall
Chief Customer
Officer, Sam's Club



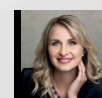
Rachel Bukowski
Executive Leader of
Innovation and Quality,
Whole Foods Market



Andy Murray
Executive Chairman,
Saatchi & Saatchi and
Founder, BigQuest



Ram Iyer
Head of Digital Strategy
and Ecommerce,
Microsoft



Irina Pelphey
Group Vice President,
Health, Albertsons

Day 1: Dec. 11**GENERAL SESSION**

10:00-10:15 AM ET

Welcome and introduction

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category

10:15-11:00 AM ET

Defining the opportunities across the global retail landscape

Rachel Dalton, Head of Retail Insights, North America

Paida Mugudubi, Head of Retail Insights, Global

- Gain insights into the current state of global retail and future trends.
- Understand how to navigate and plan for continued disruptions to reach key milestones.
- Explore the biggest opportunities to drive growth.

11:00-11:45 AM ET

Navigating macro crosscurrents in 2025 and beyond

Doug Hermanson, Principal Economist

- Learn how inflation and interest rates have divided markets.
- Get a view of how government policy changes will affect retail.
- Identify the macro scenarios you need to plan for in 2025 and beyond.

11:45 AM-12:00 ET | **Break**

12:00-12:45 PM ET

The expansion of decisive retail choices

David Marcotte, Senior Vice President, Global Retail and Technology

- Review disruptive new retail formats and channel blurring.
- Understand how companies are realigning their procurement processes to ensure more predictable sources.
- Track new and potential entrants into US retail.

12:45-1:00 PM ET

Key findings from Google and Kantar's "Retail Reinvented" research

Carla Puttini, Strategic Insights Manager, Google

Malcolm Pinkerton, Global Head of Retail Insights

- Understand the importance of brand visibility and differentiation in driving sales.
- Get insights on aligning your brand with consumer interests.
- Discover tactics on attracting and retaining shoppers in today's competitive market.

1:00-1:30 PM ET

Fireside Chat: Role of the store in an omnichannel environment

Diana Marshall, Chief Growth Officer, Sam's Club

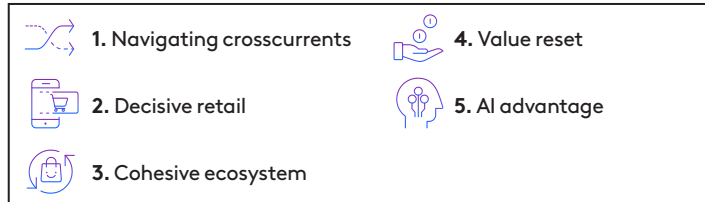
Moderator: Rachel Dalton, Head of Retail Insights, Kantar

- Explore key digital technologies that are the basis for omnichannel growth
- Discuss what brands should plan for as Gen AI rapidly impacts commerce
- Determine priorities for driving greater connection between physical and digital stores

1:30-2:00 PM ET | **Break**

BREAKOUTS

The icons represent Kantar's five key themes for 2025. Each breakout session is aligned to at least one theme.



Track 1

2:00-2:30 PM ET 

Global macro trends making waves on US shores

Doug Hermanson, Principal Economist


- Dive into immigration and its effects on the US retail market.
- Examine changes to trade and the knock-on effects to domestic and global manufacturing.
- Learn how cross-border investment is shaping global retail.

2:35-3:05 PM ET 

Engineering success with shoppers in a two-tiered economic recovery

Julie Craig, Vice President, Shopper Insights

- Get a profile of today's bifurcated shopper base.
- Explore how shoppers expect the outcome of the 2024 US election to impact them.
- Discover tactics that connect to the shopper across occasions and missions.

3:10-3:40 PM ET 

The future of commerce: Planning for disruption

Barry Thomas, Senior Retail Global Thought Leader
J. Walker Smith, Knowledge Lead

- Assess the leading global disrupters of the CPG industry and how to capitalize on growth opportunities.
- Understand how to win in uncertain times.
- Explore planning strategies to stay ahead.

Track 2

2:00-2:30 PM ET 

Private label evolution: Something for everyone

Karen Kelso, Vice President, Retail Insights
Sophie Carroll, Associate Director, Retail Insights
Rachel Bukowski, Executive Leader of Innovation and Quality, Whole Foods Market

- Explore how and why the role of private label has changed and our predictions for the future.
- Evaluate how best to work with or alongside emerging private brands.
- Review best-in-class examples of brands that demonstrate meaningful, differentiated, and salient characteristics.

2:35-3:05 PM ET 

Profitable bets on sustainability

Georgia Plummer, Senior Insights Consultant
Jonathan Hall, Managing Partner, Sustainable Transformation Practice

- Explore key global retailers' sustainability agendas.
- Analyze global sustainability trends and how they will impact strategy and growth.
- Assess ways to prioritize sustainability initiatives for stronger partnerships.

3:10-3:40 PM ET 

Reinventing the role of the physical store

Ross Cloyd, Director, Retail Insights
Julie Craig, Vice President, Shopper Insights

- Discover how traditional retailers are augmenting store formats to meet shopper needs.
- Get a cross-channel and cross-category overview of key global retailers.
- Learn about new opportunities to be present in new ways as stores continue to evolve.

GENERAL SESSION

3:45-4:00 PM ET

2024 Retail Insights Conference: Day 1 recap and Day 2 preview

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category


Day 2: Dec. 12**GENERAL SESSION**

10:00-10:15 AM ET

Welcome and introduction

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category

10:15-11:00 AM ET **Defining retailers' cohesive ecosystems**

Amar Singh, Senior Director, Retail Insights


- Discover how retailers are building value chains and prioritizing strategic investments.
- Learn how retailers are reducing shopping friction to enhance the shopper experience.
- Explore how retailers are empowering the shopper journey and calibrating omnichannel shopping.

11:00-11:45 AM ET **Resetting the value equation**

Karen Kelso, Vice President, Retail Insights

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

- Find out how pillars of value are shaping shopper consideration and purchase.
- Understand factors that influence transactional exchanges and emotionally connected experiences.
- Learn how to shape shopper engagement to maximize confidence and satisfaction.

11:45 AM-12:30 PM ET **The AI advantage in retail**

Moderator: Rachel Dalton, Head of Retail Insights, North America

Panelists: Barry Thomas, Senior Retail Global Thought Leader;

Ram Iyer, Head of Digital Strategy and Ecommerce, Microsoft;

Diana Marshall, Chief Customer Officer, Sam's Club

- Walk through Kantar's AI framework as a planning tool for success.
- Explore best-in-class AI use cases in retail that are driving new opportunities.
- Gain insights into how you can level up your AI advantage internally and externally.

12:30-1:00 PM ET | **Break**12:30-12:45 PM ET | **Bonus session:****PowerRanking 2024: The Growth Mandate**

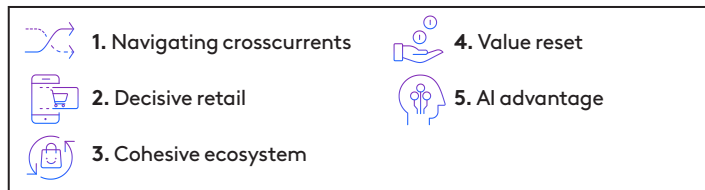
Rohan Mazumdar, Vice President, Kantar Retail Advisory Practice

Jeffrey Maloy, Vice President, Kantar Retail Advisory Practice

- Hear how retailers and manufacturers have characterized the central issues of 2024
- Learn how they are both describing the key growth challenges for 2025 and beyond
- Explore the paths to growth in the context of our expected retail themes.

BREAKOUTS

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Track 1

1:00-1:45 PM ET 

Global online landscape from a retail and shopper lens

Anna Brennan, Senior Analyst, Retail Insights
Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights


- Dive into the state of the US shopper and understand similarities and differences with shoppers in key global markets.
- Explore how the digital commerce landscape is evolving to better meet shopper needs.
- Examine the major levers within the digital commerce ecosystem that will have the most impact on planning.

1:50-2:20 PM ET 

Retail media networks: Planning for 2025

Rachel Dalton, Head of Retail Insights, North America
Andy Murray, Executive Chairman, Saatchi & Saatchi and Founder, BigQuest

- Explore how CPG brands and agencies are strategizing for and investing in retail media networks.
- Review key data points from Kantar's Retail Media Networks B2B Benchmarking Study to help inform your retail media network plans.
- Discover specific actions you can take to capitalize on this full-funnel opportunity.

2:25-2:55 PM ET 

Membership matters: The evolution of loyalty

Gina Logan, Principal Analyst, Retail Insights
Misha Jethwa, Manager, Shopper Insights

- Uncover the drivers behind the recent proliferation of loyalty programs.
- Review profiles and preferences of the loyalty shopper.
- Examine how key retailers are poised to win or lose in a crowded loyalty landscape.


3:00-3:30 PM ET 

Understanding Gen Alphas and their current shopping behaviors

Lauren Winkler, Vice President, Category Insights
Michelle Brisson, Senior Consultant, MONITOR

- Learn about the cultural factors shaping Gen Alpha.
- Understand how Gen Alpha influences shopping trips.
- Explore the categories that Gen Alpha prioritizes.


Track 2

1:00-1:45 PM ET 

The intersection of value: Differentiation vs. simplicity

Simon Johnstone, Senior Director, Retail Insights


- Understand channel-specific value propositions.
- Review the discrepancies in value perception among channels.
- Learn what capabilities you need to deliver cross-channel value.

1:50-2:20 PM ET 

Health and wellness trends in a GLP-1 world

Andriana Bantra, Senior Insights Consultant
Leigh O'Donnell, Head of Shopper and Category Insights
Irina Pelphrey, Group Vice President, Health, Albertsons


- Explore what's behind shoppers' growing awareness of ultraprocessed foods, the health impact of these foods, and how manufacturers are responding.
- Learn how the growing use of and interest in GLP-1 drugs is impacting categories across the store.
- Find out how to capitalize on the high-protein opportunity in edible grocery categories.

2:25-2:55 PM ET 

Leveraging technology to drive social commerce

Charlotte Harris, Senior Insights Consultant

- Understand how social commerce platforms are advancing technology and upleveling experiences.
- Learn how the major platforms differ and where you should prioritize your efforts.
- Explore the future of social commerce and what brands and retailers should do now to capture growth opportunities.

3:00-3:30 PM ET 

Operational AI: How retailers use AI in the real world

David Marcotte, Senior Vice President, Global Retail and Technology

- Understand the retail IT framework that leverages AI tools to enable problem solving and success.
- Find out how to adjust to zero-tolerance standards for retail technology performance and accuracy in the face of "AI drift."
- Learn how to use the AI tool set in everyday retail operations.

GENERAL SESSION

3:30-3:45 PM ET

2024 Retail Insights Conference: Day 2 recap and wrap-up

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category

Kantar Presenters**Malcolm Pinkerton**Global Head of
Retail Insights**J. Walker Smith**

Knowledge Lead

**Anna Brennan**Senior Analyst,
Retail Insights**Leigh O'Donnell**Head of Shopper
and Category**Karen Kelso**Vice President,
Retail Insights**Gina Logan**Principal Analyst,
Retail Insights**Rachel Dalton**Head of Retail
Insights, North America**Sophie Carroll**Associate Director,
Retail Insights**Misha Jethwa**Manager,
Shopper Insights**Paida Mugudubi**Head of Retail
Insights, Global**Ross Cloyd**Director,
Retail Insights**Lauren Winkler**Vice President,
Category Insights**Doug Hermanson**

Principal Economist

**Georgia Plummer**Senior Insights Consultant,
Retail Insights**Michelle Brisson**Senior Consultant,
MONITOR**David Marcotte**Senior Vice President,
Global Retail and Technology**Jonathan Hall**Managing Partner,
Sustainable
Transformation Practice**Simon Johnston**Senior Director,
Retail Insights**Julie Craig**Vice President,
Shopper Insights**Amar Singh**Senior Director,
Retail Insights**Andriana Bantra**Senior Insights
Consultant**Barry Thomas**Senior Retail Global
Thought Leader**Mary Brett Whitfield**Senior Vice President,
Head of Shopper Insights**Charlotte Harris**Senior Insights
Consultant