

Sept. 17-18, 2024

Canadian Retail Insights Conference

Adapting to thrive in a budget-sensitive Canadian marketplace

Key data/facts



As shoppers buy fewer units, suppliers are innovating their product and marketing strategies to sell higher volumes.



Canadian grocers are converting supermarkets into discount stores. Loblaw is opening at least 40 new discount stores across Canada, focusing on its No Frills and Maxi banners.



With shoppers seeking more value, Canadian retailers are expanding their discount and private label offerings, with snacks seeing the highest private label adoption.



52% of Canadian grocery shoppers choose a specific retailer primarily for its private label products.

As retail evolves, Canadian shoppers are increasingly focused on value at a time of rising housing costs and interest rates. Suppliers are adapting to sell higher volumes as shoppers buy fewer units. With diverse populations surging, new growth avenues are opening, and AI is revolutionizing how retail operates and enhances the shopping experience.

At Kantar's 2024 Canadian Retail Insights Conference, our experts will shed light on these changes and help you tailor your business strategy for 2024 and beyond.

You'll walk away from this event with:

- A comprehensive understanding of how economic dynamics and the evolving shopper profile affect Canada's retail sector from 2024 onwards
- Insights into how price inflation, unaffordable housing, and immigration are moulding shopper behaviours across various retail formats
- An updated perspective on the progression of ecommerce, highlighting the critical role of retail technology and AI in optimizing operations and shopper engagement
- Actionable strategies that address the needs of both multicultural and value-conscious shoppers

Event Presenters



David Marcotte
Senior Vice President,
Global Retail &
Technology



Amar Singh
Senior Director,
Retail Insights



Anna Brennan
Senior Analyst,
Digital



Brian Ettkin
Head of Strategy &
Solutions, Canada,
Numerator



Casey Ferrell
SVP, Head of U.S. and
Canada MONITOR

Virtual Event

Listen live or consume later

Live:

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

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

Registration

Register today by emailing

events@kantarc consulting.com

or visiting our [event website](#).

DAY 1: Sept. 17

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

Canadian macro challenges: Retail, consumers, and immigration

David Marcotte, Senior Vice President, Global Retail & Technology

- Review projections for Canada's economic landscape.
- Assess the implications of global economic trends on the retail sector.
- Analyze how consumer spending is shifting due to increased financial pressures.

2:10-2:55 PM ET

2024 MONITOR consumer trends in Canada: A retail lens

Casey Ferrell, SVP, Head of U.S. and Canada MONITOR

- Explore the latest emerging consumer trends poised to impact Canadian retail.
- Find out what these trends look like through leading-edge marketplace manifestations.
- Map out how to plan for future disruption.

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

3:15-4:00 PM ET

Understanding New Canadian consumers

Casey Ferrell, SVP, Head of U.S. and Canada MONITOR

- Delve into key insights from Canada MONITOR's exhaustive analysis of New Canadians.
- Find out how to think about newcomers, established immigrants, and second-generation Canadians.
- Discover how New Canadians are reshaping mainstream Canadian culture and consumption.

4:00-4:45 PM ET

Multicultural and New Canadian insights: What sales and marketing professionals need to know to win in Canada's changing landscape

Brian Ettkin, Head of Strategy and Solutions, Numerator

- Examine sentiment, attitudes, and verified purchase behaviour of New Canadians as a whole.
- Learn how category and retailer behaviour is evolving as New Canadians spend more time in Canada.
- Uncover category and brand opportunities with New Canadians.

4:45-5:00 PM ET

Day 1 recap

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

DAY 2: Sept. 18

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's evolving digital commerce landscape

Anna Brennan, Senior Analyst, Digital
Amar Singh, Senior Director, Retail Insights

- Survey Canada's ecommerce landscape.
- Understand demographic and behavioural profiles of shoppers of leading ecommerce retailers.
- Identify strategies to amplify online engagement and operational efficacy.

2:10-2:55 PM ET

Navigating Canadian grocery trends

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

- Assess how major Canadian grocers are adapting their strategies in the face of cost pressures.
- Find out how to build shopper engagement in a volatile economic environment.
- Evaluate growth-driving strategies through advanced shopper insights.

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

3:15-4:00 PM ET

Assessing Canadian mass merchandisers and Costco

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

- Study the business initiatives and strategic priorities of leading mass merchandisers.
- Gain insights into shopper behaviour and market dynamics in mass retail.
- Explore the expansion and ecosystem strategies of prominent Canadian retailers.

4:00-4:45 PM ET

Decoding strategies and insights for Canada's value channel

Amar Singh, Senior Director, Retail Insights

David Marcotte, Senior Vice President, Global Retail & Technology

- Review the role and transformation of the value channel in Canadian retail.
- Analyze pricing strategy shifts and consumer spending behaviour.
- Understand shopper dynamics in value-focused retail environments.

4:45-5:00 PM ET

Day 2 recap

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights