

July 31-Aug. 1, 2024

Grocery Channel Virtual Event

Redefining the evolving grocery landscape and the path to 2030

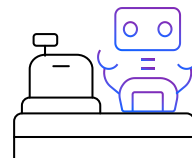
Key data/facts



Nearly three-quarters of shoppers (73%) visit multiple channels for their groceries, according to FMI, highlighting the fragmented nature of today's grocery landscape.



More than 80% of food retailers expect to boost their investments in private brands within the next two years as food inflation impacts grocery budgets.



The pandemic condensed 10 years of ecommerce evolution into a mere six months. By 2030, AI, robotics, and other technological advancements will further streamline grocery operations and personalize the experience, putting pressure on retailers and brands to evolve even faster.

The increasingly complex, competitive, and fragmented nature of the grocery environment is requiring both national and regional grocery retailers to rethink their strategies to attract and retain shopper loyalty.

At Kantar's Grocery Channel Virtual Event, our subject-matter experts will examine this landscape and how traditional grocery is blurring with other channels. Our presenters will also evaluate how national and regional grocery retailers like Kroger, Ahold Delhaize USA, Publix, Wegmans, and H-E-B are adjusting their short- and long-term strategies as the fragmented grocery channel evolves over the next five years.

Presenters



Ross Cloyd
Director,
Retail Insights



Chris Miles
Senior Analyst,
Retail Insights



Mary Brett Whitfield
SVP, Head of Shopper
Insights



Misha Jethwa
Manager,
Shopper Insights



Anna Brennan
Senior Analyst,
Retail Insights



Julie Craig
VP, Shopper Insights

You'll walk away from this event with:

- Insights into how traditional grocery retailers like Kroger, Albertsons, and Publix are shifting their strategies and reconfiguring their ecosystems to compete in a fragmented and blurred grocery landscape
- A clear understanding of what traditional grocery retailers are hoping to achieve and how you can create a more effective plan to grow sales at your top grocery retailers
- Perspective on the direction of the grocery channel over the next five years and how grocery retailers can develop the capabilities they need to compete and succeed

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-4:15 PM ET

Day 2 | 1:00-4:15 PM ET

Registration

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

Day 1: July 31

1:00-1:10 PM ET

Welcome and introduction

Ross Cloyd, Director, Retail Insights

Chris Miles, Senior Analyst, Retail Insights

1:10-1:45 PM ET

The grocery evolution: Resetting the stage for today and beyond

Ross Cloyd, Director, Retail Insights

Chris Miles, Senior Analyst, Retail Insights

- Learn how the grocery channel has faced unprecedented challenges from the pandemic to today.
- Understand the catalysts driving change and where grocery is headed over the next five years.
- Discover how traditional grocery retailers are rethinking their ecosystems to compete in a rapidly evolving landscape.

1:45-2:25 PM ET

Reinventing the role of the physical grocery store

Ross Cloyd, Director, Retail Insights

Julie Craig, VP, Shopper Insights

- Gain insights into the evolving role of the physical store in the digital era.
- Explore innovative store formats and experiential retail strategies.
- Assess the impact of digital technologies like AI on shopper behavior and expectations.

2:25-2:40 PM ET | **BREAK**

2:40-3:15 PM ET

From clicks to carts: Optimizing the omni experience in grocery

Chris Miles, Senior Analyst, Retail Insights

Mary Brett Whitfield, SVP, Head of Shopper Insights

- Understand key omnichannel grocery shopping behaviors.
- Break down grocery retailer omnichannel strategies and capabilities to distill leaders and laggards.
- Identify omnichannel platforms and capabilities that will drive future sales and convenience in the grocery channel.

3:15-4:00 PM ET

Evolving grocery trends: Shifting tastes and preferences

Ross Cloyd, Director, Retail Insights

Mary Brett Whitfield, SVP, Head of Shopper Insights

- Discover how health and wellness trends are impacting shoppers' purchasing decisions.
- Understand the shift toward personalized and localized product offerings.
- Size up the balance among private label, national, and challenger brands.

4:00-4:15 PM ET

Day 1 wrap-up

Ross Cloyd, Director, Retail Insights

Day 2: Aug. 1

1:00-1:10 PM ET

Welcome and introduction

Ross Cloyd, Director, Retail Insights

1:10-1:55 PM ET

Fostering loyalty among disloyal grocery shoppers

Chris Miles, Senior Analyst, Retail Insights

Misha Jethwa, Manager, Shopper Insights

- Learn what shoppers expect from grocery membership programs and which programs they belong to.
- Outline the grocery loyalty program landscape and compare and contrast retailers across key loyalty program elements.
- Identify strategies to bolster partnerships, optimize investments, and drive sales with retailer loyalty programs.

1:55-2:25 PM ET

The shifting grocery landscape and redefining new competition

Ross Cloyd, Director, Retail Insights

- Learn how M&A will continue to play a role in the grocery landscape.
- Track the emergence of global retailers entering the US grocery market.
- Find out how the food and beverage industry is competing to earn a portion of shoppers' meals at home and away from home.

2:25-2:40 PM ET | **BREAK**

2:40-3:20 PM ET

Revenue revolution: Diversifying beyond grocery

Chris Miles, Senior Analyst, Retail Insights

Anna Brennan, Senior Analyst, Retail Insights

- Understand the increasing importance of retail media and how to harness the full benefits of these services.
- Identify key services outside of the core grocery business that will help sustain growth.
- Develop strategies to maximize sales opportunities with alternative revenue businesses that grocery retailers operate.

3:20-4:00 PM ET

Inflection points: Grocery pathways to 2030 and beyond

Ross Cloyd, Director, Retail Insights

Chris Miles, Senior Analyst, Retail Insights

- Review economic forecasts for 2030.
- Look ahead five years to generational challenges and behaviors focusing on Gen X, millennials, Gen Z, and Gen Alpha.
- Examine the paths that key grocery retailers are taking to 2030 are how they are building resilient ecosystems.

4:00-4:15 PM ET

Day 2 wrap-up

Ross Cloyd, Director, Retail Insights

Chris Miles, Senior Analyst, Retail Insights