

May 21, 2025

## Kantar presents: A time of transition in commerce

We are living through a defining pivot point — a time of transition unlike any since the post-World War II era. Volatility is no longer a passing phase; it's the new constant. Shifts in generations, demographics, economics, and technology are converging to reshape shopper behavior, business models, and market dynamics. Understanding these forces is critical for brands and retailers looking to stay ahead.

Join us as we explore four key forces shaping the marketplace: generational change, depopulation, affordability, and AI. Each is a seismic shift, not a passing trend, and retailers and brands that adapt will define the next decade.

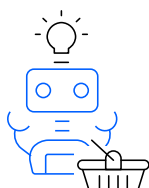
### Key data/facts



43% of Gen Z versus 35% of all other generations say it is **extremely important for retailers to offer multiple ways of shopping that fit their lifestyle.**



Two-thirds of US shoppers say it is important for them to **stick to a budget.**



**50%** want products and services that **anticipate their needs**, up from 44% a year ago.

### Kantar Presenters



**J. Walker Smith**  
Knowledge Lead,  
MONITOR



**Barry Thomas**  
Senior Thought  
Leader, Retail IQ



**Rachel Dalton**  
Head of Retail  
Insights, North  
America, Retail IQ



**Michelle Brisson**  
Senior Consultant,  
MONITOR



**Anna Ross**  
Senior Consultant,  
MONITOR



**Gina Logan**  
Principal Analyst,  
Retail IQ



**Sara Nettesheim**  
Senior Consultant,  
MONITOR



**Sam Golub**  
Consultant,  
MONITOR



**David Marcotte**  
Senior Vice  
President, Retail IQ



**Doug Hermanson**  
Principal Economist,  
Retail IQ



**Paidia Mugudubi**  
Head of Retail  
Insights, EMEA and  
APAC, Retail IQ



**Mary Brett Whitfield**  
Senior Vice President,  
Shopper Insights and  
Solutions, Retail IQ

### You'll walk away from this event with:

- An in-depth understanding of the four forces driving shifts in market dynamics and shopper behavior
- A playbook for successfully navigating continuous disruption and anticipating future shifts
- A new perspective on how broad consumer trends impact the retail industry and vice versa

### Virtual Event

Listen live or consume later

**Live:**  
**10:00-2:30 PM ET**

### Registration

Register today by [emailing us](#)  
or visiting our [event website](#).

10:00-10:15 AM ET

**Welcome and introduction**

Rachel Dalton, Head of Retail Insights, North America, Retail IQ

10:15-10:45 AM ET

**Setting the stage: A discussion on the four forces of change**

J. Walker Smith, Knowledge Lead, MONITOR

Barry Thomas, Senior Thought Leader, Retail IQ

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

Since the onset of the pandemic, consumers have been forced to adapt to a world in flux. Retailers and brands have been left scrambling and scratching their heads as new behaviors have emerged in response to the "permacrisis." In this presentation, we'll help you understand the driving forces behind these changes and how to respond.

- Get an overview of the four main forces disrupting the market.
- Determine the long-term implications of the four forces for brands and retailers.
- Identify the winners and losers in this new world order.

10:45-11:30 AM ET

**The generational change: From Boomers to Gen Z**

Michelle Brisson, Senior Consultant, MONITOR

Anna Ross, Senior Consultant, MONITOR

Gina Logan, Principal Analyst, Retail IQ

Until now, boomers have set the tone for consumer culture. Gen Z is the first generation to shape commerce on their own terms, but how will its cultural agenda differ from that of past generations? This presentation sheds light on three key themes that will become increasingly important for brands as Gen Z takes the rein of the marketplace.

- Explore differences in Gen Z's starting points and values compared with other generations.
- Understand how Gen Z consumers approach shopping.
- Review shifting retailer strategies that seek to cater to Gen Z while appealing to the masses.

11:30 AM-12:15 PM ET

**Demographic change: Depopulation and the rise of singles**

Sara Nettesheim, Senior Consultant, MONITOR

Sam Golub, Consultant, MONITOR

David Marcotte Senior Vice President, Retail IQ

This decade heralds the full-blown implications of a long-developing baby bust, reshaping the demographic landscape and consumer dynamics. With marriage and parenthood delayed or in decline, brands need to rethink strategies. This presentation delves into how innovation beyond the traditional family household will fuel new models of success.

- Gain an understanding of depopulation and rising segments.
- Analyze three key needs of the singles population.
- Identify the ramifications at the channel and retailer level.

12:15-12:45 PM ET | **BREAK**

12:45-1:30 PM ET

**From affordable to affordability**

Doug Hermanson, Principal Economist, Retail IQ

Paida Mugudubi, Head of Retail Insights, EMEA and APAC, Retail IQ

Mary Brett Whitfield, Senior Vice President, Shopper Insights and Solutions, Retail IQ

As consumers grapple with ongoing economic challenges and uncertainty, brands and retailers will no longer be able to rely on price to prop up top-line numbers. The marketplace is bifurcating like never before, into those who can pay extra versus those who cannot, and into brands struggling to add value while retaining affordability and those pivoting with something innovative. This session looks at the sources of this pivot point, how shoppers are bifurcating, and what brands can do to win back volume growth.

- Uncover the key economic challenges pressuring shopper behavior.
- Explore morphing shopping behaviors as shoppers seek to maximize value.
- Examine the levers retailers and brands can pull to drive growth.

1:30 PM-2:15 PM ET

**AI's transformative impact on consumers and commerce**

Barry Thomas, Senior Thought Leader, Retail IQ

J. Walker Smith, Knowledge Lead, MONITOR

Artificial intelligence made a huge splash in 2024, but the technology has been in development for decades. In this presentation, we'll determine what's different this time and how new advancements will mold the future of commerce.

- Learn about the evolution of artificial intelligence and how it has fueled the fourth era of commerce.
- Evaluate the repercussions of AI on the consumer experience and the shape of commerce.
- Study how successful brands will take the lead on the AI evolution.

2:15-2:30 PM ET

**Key takeaways and implications**

Rachel Dalton, Head of Retail Insights, North America, Retail IQ