

June 10-11, 2025

## The future of digital commerce and Amazon

### Trends, technology, and Amazon's role

The Future of Digital Commerce and Amazon is the premier event for industry leaders, brands, and retailers looking to stay ahead in the ever-evolving digital commerce landscape. This year, we're introducing The Battle of Ideas, a dynamic new format in which Kantar thought leaders will go head-to-head, debating competing schools of thought on the most pressing topics in digital commerce and retail technology.

In addition, we're integrating our traditional Amazon Workshop into this expanded two-day event, providing deeper insights and hands-on strategies to help you navigate and succeed with Amazon. Expect bold perspectives, deep analysis, and spirited discussions that challenge conventional wisdom and equip you with the knowledge to refine your strategies for the future.

#### Key data/facts



ShopperScope® data indicates that **75% of global shoppers are online shoppers.**



Amazon plans to **invest up to USD100 billion in its business in 2025**, focusing on key categories it considers essential for dominating the digital commerce landscape now and in the future.



Ease and convenience are not just perks. They are essential to the online shopping experience. **70% of shoppers say these factors, along with saving time, are their top reasons for shopping online**, according to ShopperScope® data.

### Introducing our new two-track format

This year, we're revamping the way you engage with digital commerce content by offering two distinct tracks, allowing you to tailor your experience based on your business priorities:

**Track 1:** The business of attention in the digital age

**Track 2:** Amazon's next chapter and your next move

Whether you're looking to master the attention economy or stay ahead of the curve on Amazon, this new two-track format ensures you get the insights that matter most to your business. Bring more colleagues to divide and conquer, ensuring you get the most value from the event.

Join us at the Digital Commerce Conference and be part of the conversations shaping the future of digital retail.

### Virtual Event

Listen live or consume later.

#### Live:

**Day 1 | 10:00 AM-3:15 PM ET**

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

### Registration

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

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

- Expert insights on emerging trends, the attention economy, and Amazon's evolving ecosystem to stay ahead in digital commerce
- A firm grasp of how brands and retailers are capturing and retaining digital audiences through data-driven strategies and cutting-edge technology
- Tangible tactics and exclusive thought leadership to enhance your digital expertise and drive long-term success

**Day 1: June 10**

10:00-10:15 AM ET

**Welcome and introduction**

Malcolm Pinkerton, Global Head of Retail Insights

10:15-11:00 AM ET

**The global digital retail landscape in 2025**

Rachel Dalton, Head of Retail Insights, North America

Paida Mugudubi, Head of Retail Insights, Global

- Learn how global retailers are pivoting toward ecosystem retailing to stay ahead in digital commerce.
- Discover how leaders, fast followers, and emerging players are taking unique paths to capture market share.
- Uncover where top retailers stand in their digital transformation and get a look at what's next.

11:00-11:45 AM ET

**Panel discussion: Swipe, tap, buy: The psychology of social commerce**

Moderator: Julie Craig, Vice President, Shopper Insights

Speakers: Leigh O'Donnell, Head of Shopper and Category, and Charlotte Harris, Senior Insights Consultant

- Explore how social media platforms influence shopping decisions.
- Delve into how user-generated content, influencers, and peer recommendations drive purchasing behavior.
- Consider how platforms optimize the psychology behind creating frictionless, impulse-driven purchases.

11:45 AM-12:30 PM ET

**The Battle of Ideas: Retail AI: Driving enterprise value or eroding brand loyalty?**

Moderator: Simon Johnstone, Senior Director

Speakers: Barry Thomas, Senior Retail Commerce Thought Leader, and Karen Kelso, Vice President

- Find out why AI boosts efficiency but risks losing the human touch that fosters emotional connections.
- Learn how AI's reliance on shopper data offers unparalleled personalization but raises significant privacy concerns.
- Review the drawbacks to overly personalized AI-powered marketing campaigns and product recommendations.

12:30-1:00 PM ET | **BREAK**



**BREAKOUTS**

Choose one session from each time slot.

All attendees will receive the recordings for all sessions, so if you can't listen live, you can listen later on demand.

**Track 1: The business of attention in the digital age**

1:00-1:35 PM ET

**Omnichannel technology advancements and in-store priorities**

Amar Singh, Senior Director

- Explore how retailers are blending online and offline shopping more than ever to create differentiated experiences.
- Learn how different retail technologies are helping brands capture attention and engage shoppers online and in store.
- Discover how you can integrate these methods into your own strategies to retain and attract shoppers.

1:35-1:40 PM ET | **BREAK**

1:40-2:15 PM ET

**How digital innovation is redefining retail**

David Marcotte, Senior Vice President, Supply Chain and Technology

- Explore how retailers are evolving into tech and service providers, expanding beyond traditional retail models.
- Learn how digital-first marketplace models are transforming retailers into ecosystem-driven platforms.
- Understand how brands can adapt and thrive within these new retail ecosystems to stay competitive.

2:15-2:20 PM ET | **BREAK**

2:20-2:55 PM ET

**Social media's role in the attention economy**

Charlotte Harris, Senior Insights Consultant

- Discover how brands cut through the noise on social media to drive shopper action.
- Learn how algorithms are reshaping the shopping experience and boosting brand loyalty.
- Find out how influencers are reshaping trust and driving retail growth in unexpected ways.

2:55-3:00 PM ET | **BREAK**

3:00-3:15 PM ET

**Day 1 wrap-up**

Rachel Dalton, Head of Retail Insights, North America

**Track 2: Amazon's next chapter and your next move**

1:00-1:35 PM ET

**Amazon's retail evolution: Shopping in 2030**

Anna Brennan, Senior Analyst

- Imagine a shopping experience so tailored, it feels like Amazon knows you better than you know yourself. What does such an experience mean for brands?
- Discover how Amazon will further blur the lines between physical and digital retail.
- Uncover Amazon's future retail practices and logistics that will set new industry standards.

1:40-2:15 PM ET

**Amazon grocery: What's next and how should you prepare?**

Ross Cloyd, Director

Anna Brennan, Senior Analyst

- Explore how Amazon's grocery offerings are expanding and how this shift impacts brick-and-mortar models.
- Learn how Amazon's data-driven approach is reshaping shoppers' expectations in grocery.
- Understand the role of Amazon's advanced logistics and how brands can adapt to the growing demand for faster, more convenient grocery delivery.

2:20-2:55 PM ET

**Navigating Amazon's health and wellness expansion**

Amar Singh, Senior Director

Jake Kalotai, Senior Analyst

- Explore Amazon's impact on traditional healthcare models and the retailer's push into the wellness space.
- Learn how brands can partner with Amazon to expand into health and wellness categories so they can reach new shopper segments.
- Understand how Amazon's data-driven approach is personalizing healthcare and influencing health and wellness retailing.

**Day 2: June 11**

10:00-10:10 AM ET

**Welcome and introduction**

Malcolm Pinkerton, Global Head of Retail Insights

10:10-10:55 AM ET

**Digital commerce titans: Retailers redefining online success**

Anna Brennan, Senior Analyst

Karen Kelso, Vice President

- Examine how top retailers like Amazon and Walmart are leveraging technology to create new omnichannel experiences and stay ahead.
- Survey how a seamless user experience, loyalty programs, and data-driven insights can win shoppers' trust online.
- Dive into the importance of mastering logistics, optimizing supply chains, and adapting to market trends quickly.

10:55-11:40 AM ET

**Future of commerce and the transformative power of agentic AI**

J. Walker Smith, Knowledge Lead, Brand &amp; Marketing

Barry Thomas, Senior Retail Commerce Thought Leader

- Explore how digital retail is shifting from simple online purchases to immersive, AI-driven experiences.
- Discover how autonomous AI agents are revolutionizing customer engagement, personalization, and decision-making.
- Learn how leading retailers are harnessing AI to streamline operations, predict trends, and create new shopper journeys.

11:40 AM-12:25 PM ET

**The Battle of Ideas: Retail media: Game changer or just a tax on brands?**

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

Speakers: Tim Campbell, Ecommerce Consultant, Charlotte Harris, Senior Insights Consultant, and Rohan Mazumdar, Vice President, Consulting Retail

- Is retail media really driving measurable ROI, or is it just another costly platform with inflated promises?
- Are brands benefiting from unprecedented access to consumer data in the ways they hoped?
- Is retail media overhyped, or is it genuinely providing better visibility and a more direct link between advertising spending and sales growth?

12:25-12:55 PM ET | **BREAK**



**BREAKOUTS**

Choose one session from each time slot.

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**Track 1: The business of attention in the digital age**

12:55-1:30 PM ET

**Paying for priority: The business of loyalty**

Taylor Stumpf, Senior Analyst

- See how Amazon Prime is combating the rise of new retail memberships.
- Track the power shifts in retail memberships among retailers' most dedicated shoppers.
- Learn how and why today's retail memberships are evolving to go far beyond savings.

**Track 2: Amazon's next chapter and your next move**

12:55-1:30 PM ET

**The next generation of Amazon shoppers**

Misha Jethwa, Manager, Shopper Insights and Solutions  
Erica Smith, Associate Research Manager, Shopper Insights

- Explore the evolving preferences of Amazon's youngest shoppers and how they differ from those of previous generations.
- Gain actionable strategies to attract and engage emerging shopper cohorts as their purchasing power grows.
- Establish points of differentiation and value among Amazon's Gen Z shoppers.

1:30-1:35 PM ET | **BREAK**

1:35-2:10 PM ET

**How delivery services are winning the battle for shopper loyalty**

Sophie Carroll, Associate Director

- Discover the delivery factors forcing retailers to rethink their service models.
- Explore how brands are turning the last mile into a competitive advantage.
- Uncover how retailers are navigating the fine line between free delivery and maintaining profitability.

1:35-2:10 PM ET

**How challenger marketplaces will shape Amazon's global future**

Andriana Bantra, Senior Insights Consultant  
Charlotte Harris, Senior Insights Consultant

- Assess whether competitors are ready to fight Amazon on its home turf or if challenger marketplaces threaten its dominance.
- Review how Amazon's expansion into emerging markets is quietly rewriting the rules of global trade.
- Learn how challenger marketplaces are offering agile, niche experiences that challenge Amazon's status quo.

2:10-2:15 PM ET | **BREAK**

2:15-2:50 PM ET

**Digital commerce in a shifting economy**

Doug Hermanson, Principal Economist

Vikash Kaansili, Senior Analyst

- Explore how economic factors are affecting online shopping behaviors.
- Learn how brands can adjust their digital strategies to meet evolving demands for affordability and convenience.
- Discover how innovative digital tools and AI-driven solutions can help businesses thrive despite economic uncertainty.

2:15-2:50 PM ET

**Amazon's vision for value**

Simon Johnstone, Senior Director

- Explore how Amazon's expanded low-cost offerings impact the convenience and value channels.
- Develop strategies for navigating an increasingly year-round sales cycle.
- Analyze how rising price sensitivity and demand for affordability are shaping Amazon's assortment.

2:50-2:55 PM ET | **BREAK**

2:55-3:10 PM ET

**Day 2 wrap-up**

Rachel Dalton, Head of Retail Insights, North America

## Kantar Presenters



**Andriana Bantra**  
Senior Insights  
Consultant



**Doug Hermanson**  
Principal Economist



**Paidia Mugudubi**  
Head of Retail  
Insights, Global



**Anna Brennan**  
Senior Analyst



**Misha Jethwa**  
Manager,  
Shopper Insights  
and Solutions



**Leigh O'Donnell**  
Head of Shopper  
and Category



**Tim Campbell**  
Ecommerce  
Consultant



**Simon Johnston**  
Senior Director



**Malcolm Pinkerton**  
Global Head of  
Retail Insights



**Sophie Carroll**  
Associate Director



**Vikash Kaansili**  
Senior Analyst



**Amar Singh**  
Senior Director



**Ross Cloyd**  
Director



**Jake Kalotai**  
Senior Analyst



**Erica Smith**  
Associate Research  
Manager, Shopper Insights



**Julie Craig**  
Vice President,  
Shopper Insights



**Karen Kelso**  
Vice President



**J. Walker Smith**  
Knowledge Lead,  
Brand & Marketing



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



**David Marcotte**  
Senior Vice President,  
Supply Chain and Technology



**Taylre Stumpf**  
Senior Analyst



**Charlotte Harris**  
Senior Insights  
Consultant



**Rohan Mazumdar**  
Vice President,  
Consulting Retail



**Barry Thomas**  
Senior Retail Commerce  
Thought Leader