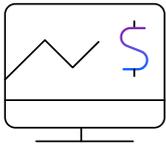


April 2-3, 2025

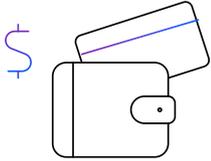
## Costco Virtual Event

### Costco in 2025: Planning for success, bracing for impact

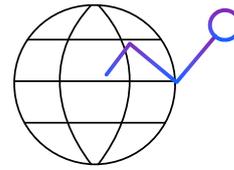
#### Key data/facts



Ecommerce sales pivoted from four quarters of declines to a year of double-digit growth in 2024 as Costco made progress on its digital road map to improve the online experience. How can you help the club keep this momentum going this year?



In 2024, Costco raised membership fees for the first time in seven years to USD65 for Gold Star members and USD130 for Executive members. How will the club make this increased investment worthwhile to members? What will it mean for suppliers?



Costco International's comparable sales outperformed the US and Canada in 2024, but worldwide renewal rates are lower than in those two countries. What does the international club market look like? How can Costco win?

Costco's 2023 slowdown is a distant memory. In 2024, the club built on its strengths and invigorated areas of weakness. Costco is well positioned to continue this growth streak in the uncertainty of 2025. During this year's Costco event, our subject-matter experts will analyze the major strategic shifts and white-space opportunities that will shape your relationship with Costco in 2025.

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

- A clear understanding of Costco's strategic shifts in 2024 and how they should shape your planning
- An in-depth view of Costco members and a playbook on how to connect across segments
- A firm grasp of what to expect and how to navigate conversations with an ever-stronger Costco in 2025

#### Kantar Presenters



**Gina Logan**  
Principal Analyst,  
Retail Insights



**Marie Humbert**  
Senior Insights  
Consultant,  
Retail Insights



**Julie Craig**  
Vice President,  
Shopper Insights



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



**Karen Kelso**  
Vice President,  
Retail Insights



**Amar Singh**  
Senior Director,  
Retail Insights

#### Virtual Event

Listen live or consume later

##### Live:

**Day 1 | 12:50-4:30 PM ET / 9:50 AM-1:30 PM PT**

**Day 2 | 12:50-4:40 PM ET / 9:50 AM-1:40 PM PT**

#### Registration

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

**Day 1: April 2**

12:50-1:00 PM ET/9:50-10:00 AM PT

**Welcome and introduction**

Gina Logan, Principal Analyst, Retail Insights

1:00-1:20 PM ET/10:00-10:20 AM PT

**Costco's 2024: A year in transition**

Gina Logan, Principal Analyst, Retail Insights

- Review major changes from the last year under a new leadership team.
- Evaluate the success of Costco's big bets and what may change in 2025.
- Find out how Costco's growth and shifting tactics will impact suppliers.

1:20-2:00 PM ET/10:20-11:00 AM PT

**Experience matters: The Costco member**

Julie Craig, Vice President, Shopper Insights

- Get an overview of Costco members and the role of the club in their lives.
- Find out whether their shopping approach has changed over the past 12 months of political and financial stress.
- Drill down into what matters most to them when shopping.

2:00-2:15 PM ET/11:00-11:15 AM PT | **BREAK**

2:15-2:35 PM ET/11:15-11:35 AM PT

**Experience matters: Costco in competition**

Julie Craig, Vice President, Shopper Insights

- In a competitive retail membership environment, what are Costco's relative strengths and weaknesses?
- What other programs directly compete with club memberships for shopper dollars?
- Why would members renew — or not renew — their Costco membership?

2:35-3:15 PM ET/11:35 AM-12:15 PM PT

**How much are Costco's high-income members worth?**

Karen Kelso, Vice President, Retail Insights

- Understand high-income shoppers and why they are increasingly important.
- Learn the shopping habits of high-income shoppers and their relevance to Costco's growth plans.
- Connect your brands with what high-income shoppers need and want.

3:15-3:30 PM ET/12:15-12:30 PM PT | **BREAK**

3:30-3:50 PM ET/12:30-12:50 PM PT

**Value matters: Costco's ancillary services**

Gina Logan, Principal Analyst, Retail Insights

- Understand the strategy behind Costco's raft of ancillary services.
- Analyze the opportunities for Costco's ancillary services in the broader macroeconomic landscape.
- Explore how suppliers can use services to deepen connections with Costco and its members.

3:50-4:20 PM ET/12:50-1:20 PM PT

**Value matters: Kirkland Signature**

Gina Logan, Principal Analyst, Retail Insights

- Study Costco's private label brand strategy.
- Discover how 2024 shaped changes in Kirkland Signature's positioning and what's next.
- Gain insight into how suppliers can compete against or win with Kirkland Signature.

4:20-4:30 PM ET/1:20-1:30 PM PT

**Day 1 recap**

Gina Logan, Principal Analyst, Retail Insights

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**Day 2: April 3**

12:50-1:00 PM ET/9:50-10:00 AM PT

**Welcome and introduction**

Gina Logan, Principal Analyst, Retail Insights

1:00-1:25 PM ET/10:00-10:25 AM PT

**Club matters: Costco and cash and carry in Europe**

Marie Humbert, Senior Insights Consultant, Retail Insights

- Explore the current state of cash and carry in Europe.
- Understand why and how the cash-and-carry sector is undergoing a transformation.
- Discover Costco's strategies and growth plans in Europe.

1:25-2:15 PM ET/10:25-11:15 AM PT

**Club matters: Costco and club in Asia Pacific and Latin America**

David Marcotte, Senior Vice President, Retail Insights

- Understand the adjustments Costco makes in these markets when it comes to new club locations and its overall strategy.
- Discover some of the main retailers Costco competes with in these regions such as Emart, Pricesmart, and Carrefour.
- Determine the factors to consider when evaluating your portfolio in these regions.

2:15-2:30 PM ET/11:15-11:30 AM PT | **BREAK**

2:30-3:05 PM ET/11:30 AM-12:05 PM PT

**Club matters: Costco, members, and competition in Canada**

Amar Singh, Senior Director, Retail Insights

- Explore why Costco is Canada's second-largest retailer.
- Gain insights into the unique behaviors of Canadian Costco members.
- Learn strategies to align your brand to support Costco's growth.

3:05-3:25 PM ET/12:05-12:25 PM PT

**Club matters: Costco's US expansion strategy**

Gina Logan, Principal Analyst, Retail Insights

- Examine Costco's US footprint and the impacts of regionality on growth.
- Learn where Costco's greatest opportunities lie for future growth.
- Find out what Costco's aggressive cannibalization and expansion plans mean for suppliers.

3:25-3:40 PM ET/12:25-12:40 PM PT | **BREAK**

3:40-4:10 PM ET/12:40-1:10 PM PT

**Experience matters: Costco's ecom and omnichannel strategy**

Gina Logan, Principal Analyst, Retail Insights

- Discover how Costco's digital road map has fueled growth.
- Gain insight into where Costco has further opportunity to improve its ecommerce and omnichannel capabilities.
- Evaluate ways suppliers can win on Costco.com and beyond.

4:10-4:30 PM ET/1:10-1:30 PM PT

**Costco's 2025: A year of opportunity**

Gina Logan, Principal Analyst, Retail Insights

- Examine the macroeconomic conditions set to propel Costco's continued growth.
- Look at Costco's opportunities to reinforce its brand positioning.
- Understand what an even stronger Costco means for suppliers.

4:30-4:40 PM ET/1:30-1:40 PM PT

**Day 2 recap**

Gina Logan, Principal Analyst, Retail Insights