

April 23-24, 2025

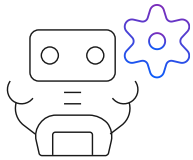
Walmart and Sam's Club Virtual Event

Walmart's integration of technology and data: Challenges and opportunities

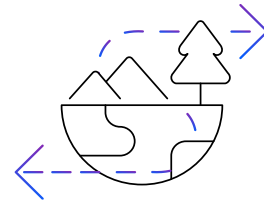
Key data/facts



Walmart is redefining its omnichannel business model. Its philosophy of "omnichannel neutrality" and the ubiquity of Walmart's physical stores provide flexible options for pickup or delivery as stores become an integrated part of its fulfillment model. What do these changes mean for your business?



Walmart is investing large amounts of capex in technology, automation, and supply chain improvements. Its ability to leverage technology and data to manage and predict customer behaviors will support market share gains in both grocery and ecommerce. What will these investments mean for its expectations from suppliers?



We predict that 2025 will be a turbulent year. Walmart has demonstrated speed and flexibility in managing change. What are the most likely wild cards that will impact customers, manufacturers, and retailers and what are the implications for Walmart?

Walmart enters 2025 facing economic uncertainty, potential trade barriers, and shoppers exhausted by inflation. How well is Walmart positioned to weather potential disruptions? Which retailers are outperforming Walmart and why? And what does Walmart's investment strategy indicate about current and future expectations for suppliers? We'll address these questions during this virtual event.

Insights you'll gain from this event include:

- A strong grasp of macroeconomic, shopper, and retail trends to help you plan your business at Walmart and other key retail customers
- An understanding of how Walmart is changing its strategies to encompass services, omnichannel options, and loyalty programs
- A look ahead as we predict the likely outcomes and challenges in 2025 and the changing dynamics among manufacturers, shoppers, and retailers

Virtual Event

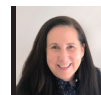
Listen live or consume later

Live:

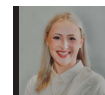
Day 1 | 9:00 AM-12:50 PM CT

Day 2 | 9:00 AM-12:50 PM CT

Kantar Presenters



Karen Kelso
Vice President,
Retail Insights



Taylre Stumpf
Senior Analyst,
Retail Insights



Doug Hermanson
Principal Economist,
Retail Insights



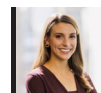
Gina Logan
Principal Analyst,
Retail Insights



Julie Craig
Vice President,
Shopper Insights



David Marcotte
Senior Vice
President,
Retail Insights



Anna Brennan
Senior Analyst,
Retail Insights

Registration

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

Day 1: April 23

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Retail Insights

9:10-9:45 AM CT

2025 macro outlook and implications for Walmart

Doug Hermanson, Principal Economist, Retail Insights

Shoppers and retailers are facing an uncertain economic environment in 2025 that will bring opportunities and challenges to retailers and manufacturers. Topics we'll discuss include:

- Employment, inflation, and interest rate trends influencing Walmart
- Recent and potential US policy changes
- Retail forecasts for 2025

9:45-10:20 AM CT

Taking a look at Walmart shoppers

Julie Craig, Vice President, Shopper Insights

Walmart's shoppers are beset with worries and stress. We'll dig into their key attributes and perceptions to understand what is top of mind. Topics we'll discuss include:

- Walmart shopper demographics and what they mean for the future
- How to evolve with changing shopper behaviors and preferences
- Ways to keep up with digital engagement

10:20-10:55 AM CT

Examining Walmart's FY25 performance

Karen Kelso, Vice President, Retail Insights

Walmart posted record sales in FY25 and expects even stronger results in FY26. We'll detail how Walmart plans to generate even greater sales and profits. Topics we'll cover include:

- The impacts of technology on inventory and investment
- How shifting purchase patterns will affect future sales and profitability
- What Walmart's investment choices mean for suppliers

10:55-11:10 AM CT | **BREAK**

11:10-11:45 AM CT

Walmart's flywheel evolution: Gathering momentum

Karen Kelso, Vice President, Retail Insights

Walmart's ecosystem strategy is becoming more fully embedded in its operations. What do these developments mean for suppliers and customers? Topics we'll discuss include:

- The benefits and drawbacks of B2B and B2C services
- Decision-making and points of leverage
- Attributes and capabilities necessary for shaping the future

11:45 AM-12:20 PM CT

Walmart and Amazon: The battle for dominance

Karen Kelso, Vice President, Retail Insights
Anna Brennan, Senior Analyst, Retail Insights

Walmart and Amazon are locked in fierce competition for US retail dominance. As the two retailers look more alike than different, what are the implications for shoppers, suppliers, and competitors? Topics we'll discuss include:

- Key similarities and differences between Walmart's and Amazon's business strategies
- Success and opportunities with investment strategies
- Implications, impacts, and predictions for the future

12:20-12:30 PM CT

Day 1 recap

Karen Kelso, Vice President, Retail Insights

12:30-12:50 PM CT

Ask me anything: Open Q & A

Day 2: April 24

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Retail Insights

9:10-9:45 AM CT

The impacts of DEI policies on retailers

Taylre Stumpf, Senior Analyst, Retail Insights

The Trump administration has moved to abolish DEI initiatives across the federal government. Conservative activists are pressuring retailers to minimize their diversity initiatives or risk shareholder lawsuits and political disfavor.

Topics we'll cover include:

- An overview of retailers' responses to DEI modification requests
- How shoppers feel about retailers' DEI initiatives
- Implications for retailers and CPG/FMCG brands

9:45-10:20 AM CT

Sam's Club's growth plans

Gina Logan, Principal Analyst, Retail Insights

Sam's Club turned in another strong financial performance in FY25 and has continued its momentum.

What do we expect from Sam's Club this year? Topics we'll discuss include:

- The club's current and future growth drivers
- Investment plans for 2025 and beyond
- Future areas of competition in the club channel

10:20-10:55 AM CT

Profiling Sam's Club members

Julie Craig, Vice President, Shopper Insights

Sam's Club members are the lifeblood of its club business, so understanding them better will forge a stronger bond with the retailer. Topics we'll discuss include:

- Key motives, attitudes, and behaviors of Sam's Club members
- How Sam's Club members' priorities and preferences are evolving
- How you can best align your strategy to connect with Sam's Club members

10:55-11:10 AM CT | **BREAK**

11:10-11:45 AM CT

Tariffs and the implications of volatile trade policies

David Marcotte, Senior Vice President, Retail Insights

President Trump has vowed to use tariffs as a prime source of revenue in 2025. Tariffs and related import fees have material effects on product costs for manufacturers, retailers, and consumers. Walmart is the largest retail importer into the US. Walmart imports over 1 million containers into the US per year, almost all from China and Asia. Topics we'll discuss include:

- Likely outcomes of current and future tariffs
- Impacts on production, selling, and purchasing of food and nonfood categories
- Retailers and channels with competitive advantages and how they will likely combat trade tariffs

11:45 AM-12:20 PM CT

Anything, anytime, all at once: Selling in the attention economy

Karen Kelso, Vice President, Retail Insights

Consumers have unlimited choices for acquiring the products they need and want to buy. How do brands break through the cacophony to make a sale and build connections? Topics we'll discuss include:

- How today's supersaturated environment affects consumers
- What consumers want and why they want it
- Implications for creating resonance and trust with brands

12:20-12:30 PM CT

Day 2 recap

Karen Kelso, Vice President, Retail Insights

12:30-12:50 PM CT

Ask me anything: Open Q & A