

July 29-30, 2025

## Grocery Channel Virtual Event

**The winning recipe: Defining what success looks like in the grocery ecosystem**

### Key data/facts



#### Execution is now the differentiator.

In today's ecosystem, shoppers switch platforms based on price, product availability, or convenience.



#### Digital and omnichannel are raising the bar.

Ecommerce grocery penetration has exceeded 14%. Ecommerce growth at Sprouts, for instance, is up 36% year over year, driven by membership perks, app adoption, and seamless fulfillment.



#### Fragmentation is accelerating.

The gap between traditional grocery and emerging competitors is growing. In Q3 2024, foot traffic at specialty and discount grocers grew faster than it did at traditional chains, with year-over-year gains between 4.7% and 7.7%.



#### Alternative revenue is now a core strategy.

Retailers aren't just selling groceries; they're monetizing ecosystems. Retail media, health services, and financial platforms now represent some of the fastest-growing profit drivers across the channel.

### The grocery industry is at an inflection point.

This once predictable, shelf-first channel is now an ecosystem under reconstruction. Shoppers are fragmented. Channels are blurred. And traditional levers are no longer enough.

This year's grocery event focuses on execution, what winning looks like, and the capabilities needed to thrive. Over two days, Kantar experts will break down each element of the grocery ecosystem and define the core ingredients shaping high-performance retailers, suppliers, and brand strategies.

### You'll leave this event with:

- Actionable examples of how grocery retailers are executing winning strategies today
- A clear understanding of the capabilities required for success in a transformed ecosystem
- Tools and frameworks to help you align cross-functional teams, plan smarter, and win with your top customers

### Virtual Event

Listen live or consume later

#### Live:

**Day 1 | 1:00-4:30 PM ET**

**Day 2 | 1:00-4:30 PM ET**

### Presenters



#### Ross Cloyd

Director,  
Retail Insights



#### Mary Brett Whitfield

Senior Vice President,  
Head of Shopper Insights



#### Anna Brennan

Principal Analyst,  
Retail Insights



#### Simon Johnstone

Senior Director,  
Retail Insights

### Registration

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

**Day 1: July 29**

1:00-1:10 PM ET

**Welcome and introduction**

Ross Cloyd, Director, Retail Insights

1:10-1:35 PM ET

**The grocery reframe: Why the winning recipe is needed now**

Ross Cloyd, Director, Retail Insights

- Survey the reasons that grocery retail is at a crossroads and why traditional tactics are no longer enough.
- Discover why the evolving ecosystem is now the strategy and why execution is the differentiator.
- Explore what "winning" looks like across every grocery capability.

1:35-2:10 PM ET

**Grocery store as stage: Physical formats that convert**

Ross Cloyd, Director, Retail Insights

- Examine how the store has evolved into a beacon of value, experience, and trust.
- Learn how layout, pricing, and merchandising build brand perception.
- Explore examples of winning store-level executions across grocery retailers.

2:10-2:45 PM ET

**Rethinking grocery shoppers: New definitions, new expectations**

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights

- Unpack generational, cultural, and trip-based shifts that are reshaping channel roles.
- Explore how shopper diversity and changing household needs are influencing retail strategies.
- Learn what it takes to build a modern grocery experience that connects across functional and emotional needs.

2:45-3:00 PM | **BREAK**

3:00-3:40 PM ET

**Omnichannel that delivers: Seamless journeys in action**

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights

Ross Cloyd, Director, Retail Insights

- Understand what shoppers expect in frictionless digital-to-physical experiences.
- Discover how leading retailers are removing friction from fulfillment, pickup, and app experiences.
- Learn the capabilities needed to execute connected commerce effectively.

3:40-4:15 PM ET

**Loyalty in action: How personalization drives repeat trips**

Ross Cloyd, Director, Retail Insights

- Learn how digital tools, personalization, and shopper data shape loyalty strategy.
- Explore loyalty programs that resonate with Gen Z and high-value shoppers.
- Identify gaps and opportunities for collaborative loyalty design.

4:15-4:30 PM ET

**Day 1 wrap-up**

Ross Cloyd, Director, Retail Insights

**Day 2: July 30**

1:00-1:10 PM ET

**Welcome and introduction**

Ross Cloyd, Director, Retail Insights

1:10-1:45 PM ET

**Smarter, faster grocery: Operational excellence in motion**

Ross Cloyd, Director, Retail Insights

- Explore how retailers are using automation, labor, and AI to increase efficiency.
- Understand the link between internal processes and external shopper experiences.
- Identify opportunities for suppliers to support and collaborate with retailers in these areas.

1:45-2:20 PM ET

**The evolving shelf: Product, placement, and portfolio in motion**

Simon Johnstone, Senior Director, Retail Insights

- Explore how merchandising and assortment strategies are evolving to reflect the needs of today's shoppers.
- Understand the shifting balance among national brands, private label, and emerging players.
- See examples of how retailers are reimagining shelf strategy and product mix to drive relevance and growth.

2:20-2:35 PM ET | **BREAK**

2:35-3:10 PM ET

**Collaboration as a capability: The secret ingredient**

Anna Brennan, Principal Analyst, Retail Insights

Ross Cloyd, Director, Retail Insights

- Find out how to define collaboration as a strategic asset, not a buzzword.
- Explore how supplier-retailer partnerships bring capabilities to life.
- Discover co-execution strategies across media, data, and promotions.

3:10-3:45 PM ET

**Beyond the basket: Monetizing the retail ecosystem**

Ross Cloyd, Director, Retail Insights

- Understand how retail media, healthcare, and financial services are reshaping grocery.
- Explore retailer models for monetizing assets beyond product.
- Learn how CPGs can tap into ecosystem-based revenue growth.

3:45-4:20 PM ET

**Winning forward: Capabilities shaping grocery's next chapter**

Ross Cloyd, Director, Retail Insights

- Explore what tomorrow's winning retailers will need, from pricing and personalization to merchandising and monetization.
- Review generational, economic, and operational forces that will test today's playbooks.
- Leave with a clear view of what to prioritize and how to build the capabilities, partnerships, and planning muscle needed to lead through disruption — and win.

4:20-4:30 PM ET

**Day 2 wrap-up**

Ross Cloyd, Director, Retail Insights