

Macro Forecast Primer Presentations

3x per year

Providing macroeconomic, channel, category, and seasonal forecasts and business intelligence to clients seeking new growth opportunities in the U.S., using a holistic approach

Three critical windows during the calendar year include:

January

A year-ahead outlook supported by macro data and forecasts. (WEBINAR)

June

Category & Channel forecasts that add up to a share of wallet, including services, to assist clients with strategic planning.

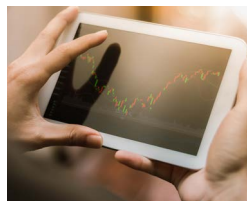
September

Holiday forecasts. (WEBINAR)



Doug Hermanson
Principal Economist

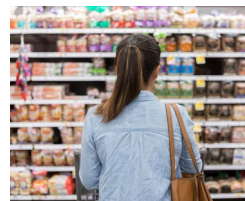
Areas of expertise



Forecasting



Holiday sales



Category



Inflation

Why engage with a Kantar Retail expert?



Commercial
urgency



Practical
application



Predictive
expertise



Neutral
perspective

Ready to learn more?

For more information, please contact

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