

Sept. 16-17, 2025

2025 Canadian Commerce Insights Conference

Navigating Canada's consumer and economic crosswinds

Key data/facts



The long-term impact of US tariffs could reduce Canadian GDP growth by 2.2% — the highest among peer economies — due to Canada's heavy reliance on US trade (three-quarters of total trade volume).



Retailers like Loblaw and Sobeys are expanding their discount store footprints and doubling down on loyalty platforms to deepen shopper engagement and drive efficiency.



Consumers are actively shifting channels, trading down, and looking for value in private label and local brands.



Canadian shoppers are often choosing Canadian-made products as both a protest and a value-driven decision.



Health and wellness categories are gaining traction despite economic pressures, creating opportunities for challenger brands to disrupt traditional grocery and pharmacy channels.

The Canadian retail landscape is undergoing a rapid transformation as macroeconomic pressures — from inflation and tariffs to global market disruptions — reshape shopper behaviour and retailer strategy.

At this year's Canadian Commerce Insights Conference, Kantar subject-matter experts will explore how economic contraction, spending changes, and cost-of-living concerns are driving ultra price-sensitive behaviour among Canadian consumers.

We'll also examine how retailers are turning to their discount banners, private label lines, and loyalty programs to maintain margins and relevance in a turbulent environment.

You'll leave this event with:

- A clear understanding of how Canadian macroeconomic volatility is reshaping shopper priorities and retail strategy
- Insights into the strategies that leading retailers like Loblaw and Sobeys are employing to adapt to new macro conditions
- Guidance on how your brand can align with retailer goals to support margin growth, shopper loyalty, and health and wellness engagement in a highly dynamic market

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-5:00 PM ET

Day 2 | 1:00-5:00 PM ET

Presenters



Amar Singh

Senior Director,
Retail Insights



David Marcotte

Senior Vice President,
Global Retail and
Technology



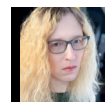
Rachel Dalton

Head of Retail Insights,
North America



Casey Ferrell

Senior Vice President,
Head of U.S. and
Canada MONITOR



Hannah Sokolov

Associate Head of
Canada MONITOR



Brian Ettkin

Head of Strategy
and Solutions,
Numerator Canada

Registration

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

Day 1: Sept. 16

1:00-1:15 PM ET

Welcome and introduction

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

Bracing for macroeconomic uncertainty in Canada

David Marcotte, Senior Vice President, Global Retail and Technology

- Examine how global tariffs and trade policies are reshaping Canadian retail dynamics.
- Explore the key demographic trends influencing shopper behaviour.
- Assess Canada's economic outlook and its impact on retail strategy and consumer confidence.

2:10-2:55 PM

2025 MONITOR: State of the Canadian consumer

Casey Ferrell, Senior Vice President, Head of U.S. and Canada MONITOR

Hannah Sokolov, Associate Head of Canada MONITOR

- Find out what's really driving the "buy Canadian" movement and how long it might last.
- Learn how Canadian aspirations are shifting and how to speak the new "language of ambition."
- Discover how the value equation is evolving and how brands can keep up.

2:55-3:15 PM | **BREAK**

3:15-4:00 PM

How Canadian consumers are weathering 2025 turbulence

Brian Ettkin, Head of Strategy and Solutions, Numerator Canada

- Explore how ongoing economic and geopolitical uncertainty is shaping Canadian consumer sentiment.
- Understand the emotional and behavioural responses of shoppers amid heightened macro pressures.
- Examine whether stated shifts in consumer sentiment are being reflected in real-world purchasing patterns, based on Numerator's latest research.

4:00-4:45 PM

The new health and wellness priorities in Canada

Amar Singh, Senior Director, Retail Insights

- Uncover the latest shifts in Canadian health and wellness priorities in the wake of GLP-1 drugs.
- Explore how shoppers are leveraging retailers to manage their health.
- Assess the retailer and brand implications as health-conscious behaviours evolve across generations.

4:45-5:00 PM

Day 1 wrap-up

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

Day 2: Sept. 17

1:00-1:15 PM ET

Welcome and introduction

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

How to win in Canada's evolving digital commerce landscape

Rachel Dalton, Head of Retail Insights, North America

Amar Singh, Senior Director, Retail Insights

- Survey the current state of Canada's online and digital shopping landscape.
- Unpack the demographic and behavioural profiles of shoppers across leading online retailers.
- Identify key strategies to boost shopper engagement and improve ecommerce performance.

2:10-2:55 PM

Capturing growth amid grocery channel disruption in Canada

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

- Examine how Canada's leading grocers are rethinking strategy amid inflation, margin pressures, and shifting shopper expectations.
- Learn how to deepen shopper engagement and loyalty in a price-sensitive environment.
- Review how advanced insights are driving smarter, faster growth in today's turbulent grocery landscape.

2:55-3:15 PM | **BREAK**

3:15-4:00 PM

Canadian mass merchandisers and Costco: 2025 update

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

- Dissect the bold moves and strategic shifts of Canada's top mass merchandisers.
- Decode the behaviours driving shopper loyalty in mass retail.
- Unpack how leading retailers are building powerful ecosystems with AI capabilities.

4:00-4:45 PM

Inside Canada's value channel

Amar Singh, Senior Director, Retail Insights

David Marcotte, Senior Vice President, Global Retail and Technology

- Explore how the value channel is evolving from discount driven to strategically indispensable.
- Analyze changes in pricing strategies and shopper spending patterns.
- Understand the dynamics shaping shopper loyalty and expectations in value-focused retail.

4:45-5:00 PM

Day 2 wrap-up

David Marcotte, Senior Vice President, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights