

Dec. 10-11, 2025

2025 Commerce Insights Conference

Trailblazing to win in a shifting commerce landscape



The commerce landscape is rapidly evolving into frontiers that are often uncertain and complex, yet rife with opportunity. In this shifting world, trailblazing is your edge.

Join us at our Commerce Insights Conference (formerly known as Retail Insights Conference), Trailblazing to Win in a Shifting Commerce Landscape, as we analyze emerging trends reshaping commerce and help you become a pioneer in the next era of commerce.

Gain insights from dynamic speakers and interactive sessions focused on:

- Thriving in a fiercely competitive retail landscape
- Turning economic uncertainty into opportunity
- Engaging the modern, fragmented shopper
- Mastering agile, resilient supply chains
- Leveraging social platforms for brand influence

Virtual Event

Listen live or consume later.

Live:

Day 1 | 10:00 AM ET to 3:35 PM ET

Day 2 | 10:00 AM ET to 3:00 PM ET

Registration

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

By attending this event, you will:

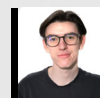
- Master the art of navigating retail's volatile landscape, transforming economic challenges into powerful catalysts for innovation and growth.
- Unlock the secrets to capturing today's elusive shopper by leveraging cutting-edge data analytics and dynamic social platforms to forge deep, lasting brand loyalty.
- Develop a future-ready strategy, empowering your organization to swiftly adapt, outpace disruption, and lead with vision in the ever-shifting world of commerce.

Guest Speakers



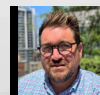
Demi Shi

Head of Strategic Partnerships and Growth, Temu



Josh Blyskal

Head of Answer Engine Optimization Strategy and Research, Profound



T.J. Hanel

Director, Omncommerce and Retail Media Networks, Kellanova

Day 1: Dec. 10**GENERAL SESSION**

10:00-10:15 AM ET

Welcome and introduction

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Solutions

Jeff Greenspoon, CEO, Americas, Kantar

10:15-10:45 AM ET

Business not as usual

J. Walker Smith, Knowledge Lead

Barry Thomas, Senior Retail Global Thought Leader

- Navigate a new normal characterized by market volatility, consumer disaffection, and fragmentation.
- Understand new generations and cohort needs, such as shifts in loyalty and spending habits.
- Future-proof your strategic big bets and build new capabilities across investments, partnerships, and innovation.

10:45-11:15 AM ET

Big beats across the global retail landscape

Rachel Dalton, Head of Retail Insights, Americas

Paida Mugudubi, Head of Retail Insights, EMEA and APAC

- Get a big-picture view of the shifts and drivers of global commerce.
- Evaluate key planning priorities for 2026 and beyond.
- Review how brands and retailers can thrive in uncertainty.

11:15-11:30 AM ET | **Break**

11:30 AM-Noon ET

The visible hands shaping the economy

Doug Hermanson, Principal Economist

- Evaluate how US tariffs are shifting global trade and affecting prices.
- Plan for expected changes in US tax policy.
- Review the implications of reduced US government support for safety-net programs.

Noon-12:30 PM ET

Shopping not as usual

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

- Identify major shifts in shopping behavior.
- Understand the changing definition of value and its impact on shopper choice.
- Consider ways to leverage shopper data for scenario planning.

12:30-1:00 PM ET | **Break**

BREAKOUTS

Track 1:**Channel and retailer strategic planning**

1:00-3:15 PM ET

Channel strategy development

Karen Kelso, Vice President, Retail Insights

Taylre Stumpf, Lead Analyst, Retail Insights

Ross Cloyd, Director, Retail Insights

Simon Johnstone, Senior Director, Retail Insights

Rachel Dalton, Head of Retail Insights, Americas

Kantar subject-matter experts come together for an in-depth 135-minute session on how to frame up your channel strategy and channel assessment for JBPs and strategic planning in the US. You will leave with a tool to apply to your own channel planning.

- Showcase a framework for assessing retailer channels.
- Analyze six US retail channels and the strategies you need to employ to grow with them.
- Determine where to play and how to win in an environment of channel shifting and channel blurring.

Track 2:**Key topics and trends in retail**

1:00-1:30 PM ET

Retail threats: Cyberattacks, violence, and organized crime

David Marcotte, Senior Vice President, Global Retail and Technology

Paida Mugudubi, Head of Retail Insights, EMEA and APAC

- Learn how to plan for the financial impact on your trade if key retailers and distributors become victims of organized retail crime.
- Evaluate how to work with retailers on product presentations in store that can minimize danger to store employees.
- Review supply chain and IT exposure to the new wave of organized retail crime in store, online, and on the road.

1:35-2:05 PM ET

Capitalizing on emerging health and wellness trends

Amar Singh, Senior Director, Retail Insights

Andriana Bantra, Senior Insights Consultant

- Explore key health and wellness trends in retail.
- See examples of how leading brands are activating in store and online.
- Determine which emerging wellness trends will reshape shopper expectations in the next 12 months.

2:10-2:40 PM ET

Winning with Latinos

Adrienne Pulido, Vice President, DEI Insights, MONITOR

Julie Craig, Vice President, Shopper Insights

- Highlight key learnings from the Winning With Latinos project.
- Examine the shifts in Latino shopping behavior.
- Get a complete picture of the nuances and complexity of Latino consumers and shoppers.

2:45-3:15 PM ET

The new awareness of the global informal retail market

David Marcotte, Senior Vice President, Global Retail and Technology

Vikash Kaansili, Senior Analyst, Retail Insights

- Discover new inroads to the informal retail market.
- Learn more about m-commerce and opportunities with small retailers.
- Understand the changing shopping patterns of the global middle class.

GENERAL SESSION

3:20-3:35 PM ET

2025 Commerce Insights Conference: Day 1 recap and Day 2 preview

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Solutions

Day 2: Dec. 11**GENERAL SESSION**

10:00-10:15 AM ET

Welcome and introduction

Malcolm Pinkerton, Global Head of Retail Insights

Leigh O'Donnell, Head of Shopper and Category Solutions

10:15-10:45 AM ET

US retail outlook: Strategic trends driving growth in 2026

Rachel Dalton, Head of Retail Insights, Americas

Casey Ferrell, SVP Americas, MONITOR

- Review the key consumer trends of 2025 that will impact the US retail landscape.
- Evaluate the levers that may shift or change how brands and retailers approach planning.
- Determine priority areas to focus on in 2026 and beyond.

10:45-11:15 AM ET

Under stress: Managing retail uncertainties in 2026

David Marcotte, Senior Vice President, Global Retail and Technology

- Evaluate how to ride the wave of shopper changes from smaller families, stretched budgets, and fears of job loss or deportation.
- Assess the unknowns over cash generation if inflation picks up.
- Understand the environment for M&As and overall investments in your planning.

11:15-11:30 AM ET | **Break**

11:30 AM-Noon ET

Driving profitable revenue: The new growth story

Barry Thomas, Senior Retail Global Thought Leader

Paidra Mugudubi, Head of Retail Insights, EMEA and APAC

- Review the growth challenges most FMCGs are facing.
- Understand the new growth algorithms for FMCGs.
- Review brand case studies tied to the new growth framework.

Noon-12:30 PM ET

Drivers of the omnichannel shopper experience

Amar Singh, Senior Director, Retail Insights

Karen Kelso, Vice President, Retail Insights

- Discover how AI and retail technology are reshaping the shopper journey.
- Find out how seamless, personalized touchpoints are redefining engagement.
- Explore how brands elevate experience before, during, and after the trip to win in the attention economy.

12:30-1:00 PM ET | **Break**

BREAKOUTS

Track 1: Sharpening tactical plans

1:00-1:30 PM ET

Pricing tactics in economic volatility

Karen Kelso, Vice President, Retail Insights
Simon Johnstone, Senior Director, Retail Insights

- Understand the importance of pricing from a shopper and macroeconomic lens.
- Analyze how EDLP versus high-low pricing tactics impact CPG manufacturers.
- Review the channels and retailers that stand to win with their pricing strategies and the supplier implications.

1:35-2:05 PM ET

Merchandising innovation and requirements for 2026

David Marcotte, Senior Vice President, Global Retail and Technology
Georgia Rose, Senior Insights Consultant

- Learn how retailers worldwide are leveraging their store estates for optimal outlet sales.
- Understand how channel merchandising success metrics are evolving to meet new shopper behaviors.
- Consider new ways to disrupt the shelf to win in the future.

2:10-2:40 PM ET

Key operational planning priorities for retail

Simon Johnstone, Senior Director, Retail Insights

- Review the new trade variables involved in retailer-supplier negotiations.
- Evaluate the impact on assortment, inventory, and product flow.
- Learn about the factors leading to a convergence in retailer and supplier inventory management.

Track 2: Digital commerce

1:00-1:30 PM ET

Retail media networks: Closing the trust gap

Rachel Dalton, Head of Retail Insights, Americas
Charlotte Harris, Senior Insights Consultant
T.J. Hanel, Director, Omncommerce and Retail Media Networks, Kellanova

- Evaluate the opportunities and challenges associated with retail media networks.
- Understand key priorities to focus on in 2026 to manage retail media network investments efficiently.
- Find out how to close the trust gap between brands and retailers.

1:35-2:05 PM ET

Discovery-led commerce: The next era of ecommerce platforms

Charlotte Harris, Senior Insights Consultant
Demi Shi, Head of Strategic Partnerships and Growth, Temu
Barry Thomas, Senior Retail Global Thought Leader

- Find out why traditional ecommerce models are losing relevance in a discovery-first world.
- Assess what emerging platforms are getting right about shopper engagement.
- Learn how brands can adapt to stay visible, competitive, and connected to the next generation of shoppers.

2:10-2:40 PM ET

Panel: GenAI/agentive AI and the retail impact

Malcolm Pinkerton, Global Head of Retail Insights
Barry Thomas, Senior Retail Global Thought Leader
Josh Blyskal, Head of Answer Engine Optimization Strategy and Research, Profound

- Understand how the new agentive web era changes everything.
- Review early signs of how brands are becoming visible to AI.
- Address how agentive commerce is evolving and the implications for brands and retailers.

Track 3:**Key retail topics and trends**

1:00-1:30 PM ET

2025 category winners and losers

Lauren Winkler, Vice President, Category Insights

- Analyze the categories most impacted by 2025 policy shifts.
- Examine winning best practices driving category growth despite headwinds.
- Learn how to position your category for growth in 2026.

1:35-2:05 PM ET

Unlocking the convenience channel

Julie Craig, Vice President, Shopper Insights

Gina Logan, Associate Director, Category Insights

- Get to know convenience channel shoppers, including their motivations and unique behaviors.
- Find out which categories are driving growth in the convenience channel.
- Understand the evolving role of health and wellness at convenience stores.

2:10-2:40 PM ET

Plan your distribution strategy: How shoppers buy from retailersMary Brett Whitfield, Senior Vice President,
Head of Shopper InsightsErica Smith, Associate Research Manager,
Shopper Insights

- Learn which retailers are growing their online buyer base.
- Discover which shoppers regularly leverage stores and online shopping.
- Identify how retail membership programs fuel online growth.

GENERAL SESSION

2:45-3:00 PM ET

2025 Commerce Insights Conference: Day 2 recap and wrap-up

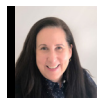
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Kantar Presenters



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Barry Thomas
Senior Retail Global
Thought Leader



David Marcotte
Senior Vice President,
Global Retail and Technology



Erica Smith
Associate Research
Manager, Shopper Insights



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Head of Retail
Insights, Americas



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