

June 17-18, 2026

## 2026 Global Digital Commerce Conference

### Winning in the next phase of digital commerce

Kantar's Global Digital Commerce Conference equips growth leaders with a clear point of view on how AI, platform shifts, and changing shopper behavior are reshaping digital commerce.

As commerce enters a more complex phase, leaders must make sharper decisions about where to invest, how to protect visibility, and how to scale execution across teams.

Our 2026 conference examines the forces redefining digital commerce globally; from agent-led discovery to the next phase of omnichannel competition, so brands and retailers can build durable commercial advantage.

#### Key data/facts



AI-mediated discovery is compressing the path to purchase, shifting control toward product data quality, content authority and availability.



European markets operate across 2-3X more active commerce platforms than the US, accelerating complexity in execution, logistics, and media.



Amazon's technological advantage and expertise will continue to fuel retail growth with faster and more efficient fulfillment and better experiences for shoppers.

This two-day event will be held virtually to enable attendees all over the world to take part.

We will present general sessions in the first half of each day followed by two-track breakouts in the second half.

You'll leave this event with insights into:

- Pressure-test your 2026-2027 commerce strategy against real platform, retailer and AI shifts
- Clarify where to invest across retail media, content, operations, and data as commerce fragments
- Align ecommerce, sales, marketing, and insights teams on a single external reality
- Strengthen customer conversations and joint business planning with a credible, forward-looking POV.

Join us at the Digital Commerce Conference and be part of the conversations shaping the future of digital retail.

#### Virtual Event

Listen live or consume later

**Live:**

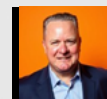
**Day 1 | 10:00 AM-3:15 PM ET**

**Day 2 | 10:00 AM-3:15 PM ET**

#### Registration

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

#### Guest Presenters



**Justin Honaman**

Global Head, Worldwide Retail, Restaurants & Consumer Goods, Amazon Web Services



**Michael Komasinski**

CEO, Criteo



**Joe Davis**

Managing Director, Tree Line Strategy Group

**Day 1: June 17**

10:00-10:10 AM ET

**Welcome and introduction**

Malcolm Pinkerton, Global Head of Retail Insights

10:10-10:50 AM ET

**Digital transformation and the global commerce economy**

Rachel Dalton, Head of Retail Insights, North America

Paida Mugudubi, Head of Retail Insights, Global

- Discover the big beats for global digital commerce and what they mean for the US and Europe.
- Uncover where top retailers stand in their digital transformation and get a look at what's next.
- Consider where you can place your bets in a fast-changing landscape.

10:50-11:30 AM ET

**Global channel strategy development**

Simon Johnstone, Senior Director

- Get a framework-based analysis of the top retail channels in the US, Canada, and Europe and the strategies you can employ to grow with them.
- Assess current realities, emerging trends, and future inflection points.
- Evaluate top priorities when formulating key customer plans.

11:30 AM-Noon ET

**Amazon and the future of agentic commerce**

Fireside chat: Rachel Dalton, Kantar (Moderator), Justin Honaman, Global Head, Worldwide Retail, Restaurants &amp; Consumer Goods, Amazon Web Services

- Explore Amazon's investments in AI and its impact on retail stores.
- Learn what you should prioritize to stay ahead as agents advance.
- Consider new ways to create industry partnerships.

Noon-12:30 PM ET

**IQ Roundtable:****Digital commerce top client topics impacting retail in the US, Canada, and Mexico**

Moderator: Kate McGee, Partner, Syndicated Retail Platforms

Retail Insights team: Americas

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

**BREAKOUTS**

Choose one concurrent session.

Note: All attendees will receive the recordings for all sessions, so if you can't listen live, you can listen later on demand.

**Track 1: Winning within the new rules of omnichannel commerce**

1:00-1:35 PM ET

**Emerging technologies driving the evolution of unified commerce**

David Marcotte, Senior Vice President  
Amar Singh, Senior Director

- Find out how AI is accelerating unified commerce by automating actions across operations.
- Understand how connected tech (RFID, QR, 2D codes) unifies store and digital journeys.
- Discover how regional tech maturity influences commerce strategies.

1:40-2:15 PM ET

**Fragmentation as Europe's hidden digital commerce advantage**

Paida Mugudubi, Head of Retail Insights, EMEA and APAC

Malcolm Pinkerton, Global Head of Retail Insights

- Evaluate how complexity forces advanced evolution in commerce systems.
- Discover how Europe is the stress-test environment for the future of global commerce.
- Consider how to gain competitive advantage over less adaptive digital platforms.

2:20-2:55 PM ET

**Maximizing online pickup and delivery partnerships**

Ross Cloyd, Director, Retail Insights

Georgia Rose, Senior Insights Consultant

- Explore the latest growth drivers, automation, and technology innovations transforming supply chains.
- Understand how strategic partnerships with delivery providers are redefining operations.
- Examine the future of logistics practices, consolidation, and strategies driving efficiency and brand differentiation.

3:00-3:15 PM ET

**Day 1 wrap-up**

Malcolm Pinkerton, Global Head of Retail Insights

**Track 2: Navigating Amazon's next phase of growth**

1:00-1:35 PM ET

**Amazon's global business priorities and strategic outlook**

Rachel Dalton, Head of Retail Insights, Americas  
Andriana Bantra, Senior Insights Consultant

- Review what Amazon's strategic priorities for retail, marketplace, and services signal for 2027.
- Understand the implications of Amazon's evolving advertising and merchandising model.
- Define near-term actions for brands across investments, joint business planning, and capability development.

1:40-2:15 PM ET

**Amazon's next generation of US shoppers**

Anna Brennan, Principal Analyst

Taylre Stumpf, Lead Analyst

- Explore the evolving preferences of Amazon's youngest shoppers and how they differ from those of previous generations.
- Gain actionable strategies to attract and engage emerging shopper cohorts as they gain purchasing power.
- Establish points of differentiation and value among Amazon's Gen Z and Gen Alpha shoppers.

2:20-2:55 PM ET

**Amazon's healthcare playbook**

Amar Singh, Senior Director

- Evaluate the wellness economy and Amazon's position.
- Discover how Amazon is changing the healthcare landscape.
- Consider where to leverage opportunities across the wellness ecosystem.

**Day 2: June 18**

10:00-10:10 AM ET

**Welcome and introduction**

Malcolm Pinkerton, Global Head of Retail Insights

10:10-10:50 AM ET

**AI's role in shaping the global economy**

Doug Hermanson, Principal Economist

Paida Mugudubi, Head of Retail Insights, EMEA and APAC

Barry Thomas, Senior Retail Commerce Thought Leader

- Survey the transatlantic divide between the US and Europe in terms of AI acceleration.
- Evaluate similarities and differences between the US and key European countries.
- Explore horizontal and vertical agentic shopping and who is winning in each.

10:50-11:30 AM ET

**Global consumer trends and the impact to digital commerce**

Jennifer James, Executive Vice President, MONITOR

- Review the five global trends expected to have the greatest impact on digital commerce from MONITOR's newly released trends framework.
- Get an overview of key geographic and demographic drivers of each trend.
- Explore what these trends mean for the future.

11:30 AM-Noon ET

**Agentic AI & Commerce: The Discovery Shift Marketers Can't Miss**

Michael Komasiński, CEO, Criteo

- Explore how agentic AI is reshaping consumer discovery, evaluation, and choice across the commerce journey.
- Understand where AI is actually driving measurable growth today, and where the hype falls short.
- Identify the strategies brands need to stay visible and competitive as intelligence reshapes every interaction.

Noon-12:30 PM ET

**IQ Roundtable: Digital commerce top client topics impacting retail across EMEA and APAC**

Moderator: Malcolm Pinkerton, Global Head of Retail Insights

Retail Insights team: EMEA and APAC

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

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**Track 3: Building a profitable AI commerce operating model**

1:00-1:35 PM ET

**Agentic commerce 101 for commercial leaders**

Barry Thomas, Senior Retail Commerce Thought Leader

- Evaluate how AI commerce is moving value pools relative to traditional ecommerce.
- Understand the importance of product knowledge graphs in the AI commerce era.
- Learn how to influence AI agents and large language models to drive brand visibility and sales.

1:40-2:15 PM ET

**AI-enabled future: How AI is rewiring the path to purchase**

Gina Logan, Associate Director, Category Insights

- Understand how AI is rewiring commerce at the front end.
- Explore the new division of ownership in shaping shopper consideration and purchase.
- Translate this new commerce DNA into action to win both the AI-mediated moment and the shelf.

2:20-2:55 PM ET

**Amazon vs. Walmart: Who is winning the AI commerce race?**

Rachel Dalton, Head of Retail Insights, Americas  
Karen Kelso, Vice President

- Benchmark how Amazon and Walmart are deploying AI across search, merchandising, media, and fulfillment.
- Assess what AI-driven changes mean for discovery, conversion, and retail media effectiveness.
- Identify near-term priorities that can help brands stay ahead of fast-moving shifts.

3:00-3:15 PM ET

**Day 2 wrap-up**

Malcolm Pinkerton, Global Head of Retail Insights

**Track 4: New areas for digital disruption**

1:00-1:35 PM ET

**Social commerce as a mainstream channel and new ways to win**

Marie Humbert, Senior Insights Consultant  
Taylre Stumpf, Lead Analyst

- Unpack what's driving the mainstream adoption of social commerce and how platform capabilities are reshaping the path to purchase.
- Get an update on TikTok Shop and learn how it became a mainstream marketplace.
- Assess how the discovery-to-conversion path is shifting from search to feeds and creators, and what that means for brand and retailers.

1:40-2:15 PM ET

**Retail media: The brand-retailer dynamic and the impact of AI**

Rachel Dalton, Head of Retail Insights, Americas  
Rohan Mazumdar, Partner, Kantar Consulting  
Kate McGee, Partner, Syndicated Retail Platforms  
Joe Davis, Managing Director, Tree Line Strategy Group

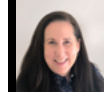
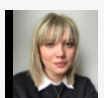
- Explore how brands are selectively investing in the right retail media networks for growth.
- Assess what it will take for retailers to gain incremental investment in their retail media networks.
- Evaluate the impact of large language models on the future of retail media networks.

2:20-2:55 PM ET

**International marketplaces' impact on commerce**

Andriana Bantra, Senior Insights Consultant  
Vikash Kaansili, Senior Analyst

- Understand how global marketplaces are reshaping categories, pricing, and shopper expectations.
- Identify regional differences involving brand assortment, content/trust, and fulfillment.
- Prioritize where to expand, how to win visibility, and how to manage margin/compliance risk

**Kantar Presenters****Andriana Bantra**  
Senior Insights  
Consultant**Anna Brennan**  
Principal Analyst**Ross Cloyd**  
Director**Rachel Dalton**  
Head of Retail  
Insights, America's**Doug Hermanson**  
Principal Economist**Marie Humbert**  
Senior Insights  
Consultant**Simon Johnston**  
Senior Director**Vikash Kaansili**  
Senior Analyst**Karen Kelso**  
Vice President**Gina Logan**  
Associate Director,  
Category Insights**David Marcotte**  
Senior Vice President**Rohan Mazumdar**  
Partner, Kantar  
Consulting**Kate McGee**  
Partner, Syndicated  
Retail Platforms**Paida Mugudubi**  
Head of Retail Insights,  
EMEA and APAC**Malcolm Pinkerton**  
Global Head of  
Retail Insights**Georgia Rose**  
Senior Insights  
Consultant**Amar Singh**  
Senior Director**Taylre Stumpf**  
Senior Analyst**Barry Thomas**  
Senior Retail Commerce  
Thought Leader**Jennifer James**  
Executive Vice President,  
Head of Global MONITOR