

2026 Commerce Insights Conference

Retail's new gravity

Join us at our 2026 Commerce Insights Conference, **Retail's New Gravity**, as we examine the forces pulling attention, trust, and spend into new centers of influence and what CPGs and retailers must do to grow in a more connected, volatile, and AI-shaped marketplace.

For decades, growth was anchored in distinct channels, scale advantage, and loyalty built on repeat purchase and brand preference over time. But that's no longer the case. Shoppers are stretching value, moving fluidly across stores and digital platforms, discovering products through creators and communities, and beginning to delegate decisions to AI agents. Retailers are concentrating more power in ecosystems that combine data, media, fulfillment, services, loyalty, and experience into platforms for influence and conversion.

At the same time, new growth signals are emerging across health and wellness, social commerce, category shifts, store reinvention, and overlooked demand.

This event captures this new center of commerce: a marketplace where advantage belongs to the brands and retailers that can see where demand is moving, show up wherever decisions are made, and create value in ways that are more relevant, trusted, and actionable.

Gain insights from dynamic speakers and interactive sessions focused on:



The economic, shopper, retailer, and category signals resetting CPG and retail growth planning



The new centers of retail gravity, from retailer ecosystems and store experience to social, digital, and AI-mediated commerce



How brands and retailers can create, protect, and activate value as shoppers redefine affordability, wellness, trust, and convenience

By attending this event, you will:

- Build a sharper view of where shopper demand, retail power, and competitive advantage are shifting.
- Translate macro, shopper, category, channel, and technology disruption into more actionable growth priorities.
- Identify the capabilities, partnerships, and activation models needed to stay in the shopper's orbit as commerce gravity shifts.

Virtual Event

Listen live or consume later

Live:

Day 1 | 10:00 AM ET to 3:30 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](#).

Presenters



Malcolm Pinkerton
Global Head of Retail
Insights



Taylre Stumpf
Lead Analyst,
Retail Insights



Georgia Rose
Senior Insights
Consultant



Leigh O'Donnell
Head of Shopper
and Category



Ross Cloyd
Director, Retail Insights



Marie Humbert
Senior Insights
Consultant



Barry Thomas
Senior Retail Commerce
Thought Leader



Simon Johnstone
Senior Director,
Retail Insights



Lauren Winkler
Vice President,
Category Insights



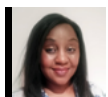
Rachel Dalton
Head of Retail Insights,
Americas



David Marcotte
Senior Vice President, Global
Retail and Technology



Gina Logan
Associate Director,
Category Insights



Paida Mugudubi
Head of Retail Insights,
EMEA and APAC



Amar Singh
Senior Director,
Retail Insights



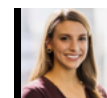
Erica Smith
Manager,
Shopper Insights



Doug Hermanson
Principal Economist



Andriana Bantra
Senior Insights
Consultant



Anna Brennan
Principal Analyst,
Retail Insights



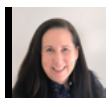
Mary Brett Whitfield
Senior Vice President,
Shopper Insights



Julie Craig
Vice President,
Shopper Insights



MONITOR speaker
TBC



Karen Kelso
Vice President,
Retail Insights



Kate McGee
Partner, Syndicated Insights
and Solutions

Guest speakers:



Ranjiv Gill
Director, Brand & Shopper
Engagement, Kantar Consulting

Sign Up Now

Day 1: Wednesday, Dec. 9, 2026**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

10:15-10:45 AM ET

The state of global retail commerce

Rachel Dalton, Head of Retail Insights, Americas
Paida Mugudubi, Head of Retail Insights, EMEA and APAC

- Assess the forces reshaping global retail commerce.
- Decode the disruptions that are changing how brands win.
- Identify where brands should focus investment, capabilities, and partnerships.

10:45-11:15 AM ET

US macro outlook: Macro forces changing the path of retail growth

Doug Hermanson, Principal Economist

- Explore how government policy is becoming a bigger influence on retail.
- Evaluate how technology and nonmarket forces may shape retail growth.
- Get a read on the economic signals shaping 2027+ planning.

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

11:30 AM-Noon ET

The affordability imperative: Understanding the value shopper

Julie Craig, Vice President, Shopper Insights
Erica Smith, Manager, Shopper Insights

- Review how affordability pressures are reshaping shopper trade-offs across price, quality, and experience.
- Identify the value levers shoppers are using now.
- Translate the new value equation into smarter assortment, pricing, and activation choices that protect relevance without triggering a race to the bottom.

Noon-12:30 PM ET

Inside the black box: How retailers manage pricing

David Marcotte, Senior Vice President, Global Retail and Technology

- Why pricing is the most critical and complex activities for all retailer
- How suppliers can influence the way in which retailers shape pricing.
- How retailers integrated AI process into price management at scale

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

BREAKOUTS (Day 1: Wednesday, Dec. 9, 2026)

Track 1: Customer planning

1:00-1:30 PM ET

Plan like a retailer: Effective account management*David Marcotte, Senior Vice President, Global Retail and Technology**Taylre Stumpf, Lead Analyst, Retail Insights*

- Break down the retailer economics, pricing models, and margin pressures that shape customer decisions.
- Learn how to walk a store with purpose, spotting the commercial signals that reveal retailer strategy, shopper priorities, and execution gaps.
- Apply a practical planning framework that turns market, retailer, and shopper insights into stronger account strategies and growth priorities.

1:35-2:05 PM ET

Managing the four shelves: Turning visibility into growth*Simon Johnstone, Senior Director, Retail Insights**Anna Brennan, Principal Analyst, Retail Insights*

- Review the four shelves shaping shopper choice: physical, digital, social, and AI.
- Assess the new dynamics shaping visibility, influence, and conversion across the shopper journey.
- Prioritize the actions that help brands win across all four shelves.

2:10-2:40 PM ET

Category power shifts: Winners and losers*Lauren Winkler, Vice President, Category Insights**Gina Logan, Associate Director, Category Insights*

- Identify the categories gaining and losing momentum as shopper priorities, value expectations, and channel behaviors shift.
- Learn the demand signals behind category performance, from affordability pressure to new occasions, missions, and purchase triggers.
- Prioritize where brands should defend, invest, and innovate to capture growth in a more uneven category landscape.

Track 2: Retailer ecosystems and the next growth frontier

1:00-1:30 PM ET

Retail ecosystems at an inflection point*Ross Cloyd, Director, Retail Insights**Georgia Rose, Senior Insights Consultant*

- Review how retailer ecosystems are shifting from capability expansion to sharper, more deliberate growth choices.
- Assess how stores, digital, fulfillment, assortment, loyalty, media, and services are being combined to win specific shoppers, missions, and trips.
- Identify where brands should invest, partner, and show up differently as retailers prioritize the ecosystem plays most likely to unlock growth.

1:35-2:05 PM ET

360-degree channel and touchpoint activation for grocery shopping*Malcolm Pinkerton, Head of Global Retail Insights**Ranjiv Gill, Director, Brand & Shopper Engagement*

- Learn how grocery shoppers move across stores, digital platforms, media, marketplaces, and loyalty touchpoints as purchase journeys become more connected and less linear.
- Connect the dots on the moments that matter most for influence and conversion.
- Walk through how to build a sharper activation model that connects all touchpoints.

2:10-2:40 PM ET

Future-proofing store merchandising*Georgia Rose, Senior Insights Consultant**Amar Singh, Senior Director, Retail Insights*

- Reframe store merchandising as a growth engine connecting shopper missions, category roles, digital influence, and in-store execution.
- Decode how space, assortment, signage, availability, and experience must adapt as stores carry more pressure to drive value.
- Prioritize the merchandising moves that help brands stay visible for the next wave of retail reinvention.

BREAKOUTS (Day 1: Wednesday, Dec. 9, 2026)

Track 1: Customer planning

2:45-3:15 PM ET

Getting the most from midtier retailers*Ross Cloyd, Director, Retail Insights*

- Identify how midtier retailers are carving out growth by serving specific shopper needs, missions, and local market opportunities.
- Assess where these retailers can offer brands more focused access, stronger collaboration, and faster activation than larger national players.
- Prioritize the customer planning moves that help brands unlock disproportionate growth from overlooked retail partners.

Track 2: Retailer ecosystems and the next growth frontier

2:45-3:15 PM ET

Store experience as a competitive moat*Kate McGee, Partner, Syndicated Insights and Solutions**Simon Johnstone, Senior Director, Retail Insights*

- Define what makes store experience defensible as digital convenience, value pressure, and shopper expectations raise the bar for physical retail.
- Identify the experience levers that create stronger loyalty and conversion.
- Show how retailers and CPG partners can build in-store moments that drive differentiation, category growth, and repeat engagement.

3:20-3:30 PM ET

2026 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*

GENERAL SESSION

Day 2: Thursday, Dec. 10, 2026**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

10:15-10:45 AM ET

Top 10 global retail trends shaping 2027

Rachel Dalton, Head of Retail Insights, Americas
Paida Mugudubi, Head of Retail Insights, EMEA and APAC

- Get an overview of the top 10 global retail trends that will reset growth, influence, and competition in 2027.
- Connect the top trends to the bigger shifts redefining retailer strategy and new sources of competitive advantage.
- Gain insights into where brands and retailers should focus investment and innovation in 2027 and beyond.

10:45-11:15 AM ET

When commerce collapses: Winning in a world without channels

Karen Kelso, Vice President, Retail Insights
Amar Singh, Senior Director, Retail Insights

- Expose how channels are diverging as stores, marketplaces, social, retail media, and fulfillment increasingly blur into one connected commerce system.
- Learn how the purchase funnel is collapsing and integrating across touchpoints.
- Reconsider requirements for meeting shoppers where they are in their shopper journey.

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

11:30 AM-Noon ET

Winning the next era of AI-powered commerce

Barry Thomas, Senior Retail Thought Commerce Leader

- See how generative AI is changing product discovery and the purchase journey.
- Assess how agentic AI could compress the path to purchase by assembling baskets, evaluating trade-offs, and executing decisions on behalf of shoppers.
- Identify what brands and retailers must do to remain visible, trusted, and selectable in an AI-mediated marketplace where algorithms increasingly influence choice.

Noon-12:30 PM ET

TBC

Guest speaker TBD

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

BREAKOUTS (Day 2: Thursday, Dec. 10, 2026)

Track 1: Creating and protecting value

1:00-1:30 PM ET

Unlocking retail's overlooked demand*Paida Mugudubi, Head of Retail Insights, EMEA and APAC**Simon Johnstone, Senior Director, Retail Insights*

- Identify the shopper segments, occasions, and missions underserved by current retail strategies that carry outsized potential for category growth.
- Assess why overlooked demand often hides in plain sight, from unmet value needs and lifestyle shifts to local market gaps, assortment blind spots, and access barriers.
- Learn how CPG and retailer partners can convert hidden demand into growth through sharper segmentation, more relevant offers, and better execution across channels.

1:35-2:05 PM ET

Shopping for the modern meal*Julie Craig, Vice President, Shopper Insights**Erica Smith, Manager, Shopper Insights*

- How are shoppers thinking about and shopping for meals?
- Which retailers are shoppers turning to for the ingredients and prepared meals/dishes they want to serve?
- How are specialized diets (high protein, high fiber, etc.) influencing shopping behavior?

2:10-2:40 PM ET

The AI shopper: Understanding human choice in agentic commerce*Gina Logan, Associate Director, Category Insights*

- Get a picture of AI shopper segments and how their shopping habits are shifting.
- Learn how AI agents are changing shopper behavior as shoppers move from searching and browsing to delegating purchase decisions.
- Define how CPGs and retailers can build an AI-ready activation model.

2:45-3:00 PM ET

2026 Commerce Insights Conference: Day 2 recap*Malcolm Pinkerton, Global Head of Retail Insights | Leigh O'Donnell, Head of Shopper and Category***Track 2:** Digital demand, data, and experience

1:00-1:30 PM ET

Brand risk in the age of AI and dirty data*David Marcotte, Senior Vice Present, Global Retail and Technology**Gina Logan, Associate Director, Category Insights*

- Expose how poor product data creates brand risk as AI shapes search, content, and shopper choice.
- Learn how to strengthen trust, visibility, and conversion through better data governance and content quality.
- Gain an understanding of what AI readiness means for the next-generation digital shelf.

1:35-2:05 PM ET

From scroll to basket: How social commerce fuels impulse spend*Andriana Bantra, Senior Insights Consultant**Marie Humbert, Senior Insights Consultant*

- Discover how social platforms turn discovery and influence into real-time impulse demand.
- Identify how creators, communities, and shoppable content reshape visibility and baskets.
- Find out how to convert social engagement into growth with faster content, smarter offers, and seamless fulfillment.

2:10-2:40 PM ET

Wellness at retail's center: A new path to growth*Andriana Bantra, Senior Insights Consultant**Leigh O'Donnell, Head of Shopper and Category*

- Learn how health and wellness are becoming embedded in the retail experience, from assortment and services to personalization and everyday trip missions.
- Explore how GLP-1 adoption is reshaping food and beverage demand.
- Identify where CPG and retailer partners can create growth by turning wellness needs into more relevant products, platforms, partnerships, and in-store experiences.