

June 17-18, 2026

2026 Global Digital Commerce Conference

Winning in the next phase of digital commerce

Kantar's global Digital Commerce Conference is the premier event for industry-leading brands and retailers looking to stay ahead in the ever-evolving digital commerce landscape.

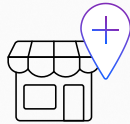
Digital commerce is moving into a more complex phase as advanced AI technologies, retailer strategies, and shifting shopper behaviors reshape the path to growth.

Our 2026 conference examines the forces redefining digital commerce globally, the rise of agent-led discovery, and the next phase of omnichannel competition. For brands and retailers, the implications — about where to invest, how to protect visibility, and how to drive commercial advantage — are immediate.

Key data/facts



AI-mediated discovery can compress the path to purchase, increasing the importance of product data quality, content authority, and availability signals.



Many European markets operate across two to three times more active commerce platforms than the US, accelerating needs in execution, logistics partnerships, and media integration.



Younger shoppers are twice as likely as the general population to use AI tools in purchase decisions, raising the stakes for brands to win with emerging cohorts.

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.

This year, we are offering four distinct tracks so you can tailor your experience based on your business priorities:

- **Track 1:** *Winning within the new rules of omnichannel commerce*
- **Track 2:** *Navigating Amazon's next phase of growth*
- **Track 3:** *Building a profitable AI commerce operating model*
- **Track 4:** *New areas for digital disruption*

Our bold perspectives, deep analysis, and spirited discussions that challenge conventional wisdom will equip you with the knowledge you need to refine your strategies.

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

Why you should attend:

- See how digital commerce is becoming more interconnected across media, search, and fulfillment.
- Understand where retailer and platform shifts create new risks and opportunities.
- Use the content to strengthen joint business planning, customer conversations, and category growth stories.
- Get forward-looking frameworks to pressure test your 2026-2027 insights agenda.
- Align cross-functional teams on the same external point of view.

You'll leave this event with insights into:

- What's changing in digital commerce — AI-led discovery, omnichannel execution, and platform shifts — and what to do next
- A clearer investment road map about how to protect visibility; improve conversion; and align retail media, content, and operations as commerce gets more complex
- The forces reshaping digital commerce strategy globally across retailers and platforms
- How AI and Amazon are changing visibility, choice, and growth

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 or visiting our [event website](#).

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

Karen Kelso, Vice President

Paida Mugudubi, Head of Retail Insights, EMEA and APAC

Amar Singh, 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 & 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

MONITOR team

- 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

Winning digital commerce: Retail priorities for growth and loyalty

Guest speaker TBD

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

Kate McGee, Partner, Syndicated Retail Platforms

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

- 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

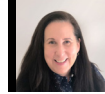
Vikash Kaansili, Senior Analyst

- 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



Karen Kelso
Vice President



Amar Singh
Senior Director



Anna Brennan
Principal Analyst



Gina Logan
Associate Director,
Category Insights



Taylre Stumpf
Senior Analyst



Ross Cloyd
Director



David Marcotte
Senior Vice President



Barry Thomas
Senior Retail Commerce
Thought Leader



Rachel Dalton
Head of Retail
Insights, America's



Rohan Mazumdar
Partner, Kantar
Consulting



MONITOR speaker



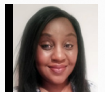
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EMEA and APAC



Simon Johnston
Senior Director



Malcolm Pinkerton
Global Head of
Retail Insights



Vikash Kaansili
Senior Analyst



Georgia Rose
Senior Insights
Consultant

Guest Presenters



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



Retailer guest speaker