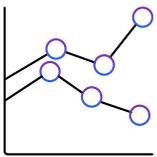


April 1-2, 2026

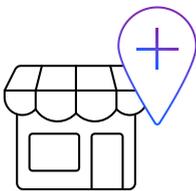
Value Channel Virtual Event

Mastering the value trifecta in a K-shaped economy

Key data/facts



The K-shaped spending gap: While the top 10% of earners now account for about 50% of total consumer spending, mainstream SKUs in the middle are declining 5%-7% annually as value variants post double-digit growth.



The discount surge: Aldi is now the third-largest grocer in the US by store count. With plans to open more than 180 new stores in 2026, the retailer will operate in 31 states, including new markets like Colorado and Maine.



The dollar store moat: Market penetration for dollar stores has reached 89% of US adults. One-third of dollar store shoppers now buy at least half their groceries at these stores.

With the middle of the retail market evaporating, winning in 2026 is no longer about broad-based promotions. Instead, it is about mastering the value trifecta: the psychology of bifurcated shoppers, precise pricing, and the nuanced growth of the value channel (dollar stores, discount grocers).

At Kantar's Value Channel virtual event, get the data-driven road map you need to partner with disruptive retailers and protect your margins now that shoppers define value not as "cheap" but as "essential."

You'll leave this event with:

- **A value playbook:** Actionable strategies to differentiate your brand across the distinct business models of Dollar General (rural/consumables) and Dollar Tree (urban/discretionary)
- **Bifurcation blueprint:** A deep understanding of "K-shaped" shoppers, including how to capture trade-down shoppers without eroding your premium brand equity
- **The "K-shaped" road map:** Insights into where premiumization still works and where affordability is a path to growth so you can rebalance your 2026 innovation pipeline

Kantar Presenters



Simon Johnstone
Senior Director,
Retail Insights



Doug Hermanson
Principal Economist



Julie Craig
Vice President,
Shopper Insights

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00 PM-4:30 PM ET

Day 2 | 1:00 PM-4:30 PM ET

Registration

Register today by [emailing us](#)
or visiting our [event website](#).

Day 1: April 1

1:00-1:10 PM ET

Welcome and introduction

Simon Johnstone, Senior Director, Retail Insights

1:10-1:45 PM ET

The three pillars of value in 2026

Simon Johnstone, Senior Director, Retail Insights

- Understand winning pricing strategies in the market.
- Uncover the real size of the prize in the value channel.
- Map out bifurcated shopper behaviors and attitudes.

1:45-2:30 PM ET

The macro view: Navigating 2026 bifurcation

Doug Hermanson, Principal Economist

- Map the "K-shaped" recovery and its impact on volumes.
- Find out why real disposable income is shrinking for the value shopper despite cooling CPI.
- Explore how 2025-2026 shifts in SNAP benefits and tariffs are reshaping weekly grocery budgets.

2:30-2:45 PM ET | **BREAK**

2:45-3:30 PM ET

Bifurcated shoppers: Psychological shifts in lower-income tiers

Julie Craig, Vice President, Shopper Insights

- Review why higher-income shoppers are a key growth segment for value retail.
- Understand the shift from stock-up to fill-in shopping trips.
- Discover why price transparency is making brand loyalty more fragile than ever.

3:30-4:15 PM ET

The three C's of market pricing

Simon Johnstone, Senior Director, Retail Insights

- **Clarity:** Understand how eliminating hidden costs, simplifying promotions, and building clarity into everyday low prices can win back shopper trust.
- **Comparison:** See how leading retailers like Walmart and Aldi use shelf-edge and digital tools to highlight the value they offer in comparison to their competitors.
- **Customized:** Discover how retail media and AI offer more customized "value moments" rather than blanket, margin-eroding discounts.

4:15-4:30 PM ET

Day 1 recap

Simon Johnstone, Senior Director, Retail Insights

Day 2: April 2

1:00-1:10 PM ET

Welcome and introduction

Simon Johnstone, Senior Director, Retail Insights

1:10-1:55 PM ET

The rural powerhouse: Dollar General's 2026 strategy

Simon Johnstone, Senior Director, Retail Insights

- Analyze Dollar General's consumables dominance and rural moat.
- Discover how to leverage the retailer's more than 20,000 stores for hyperlocal distribution.
- Explore the most important areas of strategic partnerships with Dollar General.

1:55-2:30 PM ET

The multiprice pivot: The new Dollar Tree

Simon Johnstone, Senior Director, Retail Insights

- Learn what Dollar Tree's move beyond its traditional \$1.25 ceiling to \$3, \$5, and \$7 tiers means for the retailer's strategy and suppliers.
- Understand how Dollar Tree is capturing middle-income trade-down traffic in high-density markets.
- See how Dollar Tree balances immediate-need household essentials with higher-margin seasonal impulse items.

2:30-2:45 PM ET | **BREAK**

2:45-3:15 PM ET

The discounter playbook

Simon Johnstone, Senior Director, Retail Insights

- Examine how private label assortments allow for extreme price leadership and agility.
- Analyze how expanding retailers like Aldi stand to disrupt traditional midtier grocery.
- Survey how unique models from retailers like Five Below are disrupting the value channel.

3:15-4:15 PM ET

Partnering for profit: Supplier requirements for value retail

Simon Johnstone, Senior Director, Retail Insights

- Understand how to design specific SKU sizes to hit critical value price points (e.g., the \$5 "hero" item).
- Gain specific strategies to comply with high-velocity discounters' strict on-time/in-full requirements.
- Review why small-box merchandising excellence matters in and out of the channel.

4:15-4:30 PM ET

Day 2 recap

Simon Johnstone, Senior Director, Retail Insights