

April 28-29, 2026

Walmart Virtual Event

Walmart's technology and data integration: Challenges and opportunities

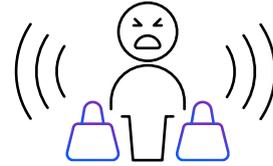
Key data/facts



Walmart has invested tens of billions of dollars in capex to build out its technology and AI capabilities, accelerating its transition to a "people-led, tech-powered" retailer.



Walmart enters 2026 amid a leadership transition, heightened macro pressure, and a beleaguered core shopper, creating uncertainty and opportunity for suppliers.



Walmart shoppers are described as "beset with worries and stress," requiring suppliers to rethink:

- Price/value communication
- Assortment and innovation
- Digital and omnichannel engagement

This is a year of transition for Walmart, with a new CEO, the rise of agentic AI, and an increasingly beleaguered core shopper. What will 2026 bring for Walmart and its suppliers? What do we expect from the new leadership under John Furner? How will AI come to life at Walmart and what will it mean for your business? Which retailers are outperforming Walmart and why? And what the heck is this new UPC thing?

We'll address these questions during this virtual event.

You'll leave this event with insights into topics including:

- Macroeconomic, shopper, and retail trends to help you plan for the year ahead
- The areas that Walmart will focus on now and in the near term to maintain its growth momentum
- Our predictions for the likely outcomes and challenges in 2026 with an in-depth analysis of AI, social media, and brand marketing

Virtual Event

Listen live or consume later:

Live:

Day 1 | 9:00 AM-12:50 PM CT

Day 2 | 9:00 AM-12:50 PM CT

Kantar Presenters



Karen Kelso
Vice President,
Retail Insights



David Marcotte
Senior Vice President,
Retail Insights



Doug Hermanson
Principal Economist,
Retail Insights



Amar Singh
Senior Director,
Retail Insights



Julie Craig
Vice President,
Shopper Insights



Ross Cloyd
Director,
Retail Insights



Rachel Dalton
Head of Retail
Insights, Americas



Tayle Stumpf
Lead Analyst,
Retail Insights

Registration

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

Day 1: April 28

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Retail Insights

9:10-9:40 AM CT

2026 macro environment and implications for Walmart

Doug Hermanson, Principal Economist, Retail Insights

Shoppers and retailers will be under considerable stress in 2026. What should businesses know about the retail business operating environment? Topics we'll discuss include:

- Recent policy changes likely to affect Walmart's core customers
- Impacts of the One Big Beautiful Bill
- Why the K-shaped economy matters

9:40-10:10 AM CT

Keeping it real: 2026 macro implications for Walmart

Doug Hermanson, Principal Economist, Retail Insights

Karen Kelso, Vice President, Retail Insights

Join us as we dig deeper and apply our macroeconomic insights to our key themes: AI, brand marketing, and social media. Topics we'll discuss include:

- Connections between AI, the economy, and retail
- Customer demographics that will be most impacted economically by the macro economy and the implications
- How the current economic environment impacts competition between and among retailers and CPG manufacturers

10:10-10:40 AM CT

Taking a look at Walmart shoppers

Julie Craig, Vice President, Shopper Insights

Walmart shoppers are beset with worries and stress. We'll dig into their key attributes and perceptions to understand what is top of mind. Topics we'll discuss include:

- Walmart shopper demographics and what they mean for the future
- How to evolve with changing shopper behaviors and preferences
- Ways to keep up with digital engagement

10:40-11:10 AM CT

Keeping it real: Insights on Walmart shoppers

Julie Craig, Vice President, Shopper Insights

Karen Kelso, Vice President, Retail Insights

Join us as we dig deeper and apply our shopper insights to our key themes: AI, brand marketing, and social media. Topics we'll discuss include:

- The implications of current immigration policies for Walmart's Hispanic customer base
- How AI capabilities affect customer relationships
- The met and unmet desires of the all-important high-income shopper

11:10-11:25 AM CT | **BREAK**

11:25-11:55 AM CT

How AI will come to life at Walmart

Karen Kelso, Vice President, Retail Insights

Walmart has invested tens of billions in capex to build out technology and AI capabilities. What does it mean to be a “people-led, tech-powered” retailer? Topics we’ll discuss include:

- Where Walmart will focus on leveraging AI capabilities
- Finding the balance between people and technology
- Preparing for agentic AI

11:55 AM-12:25 PM CT

Walmart and Amazon: The competition evolves

Rachel Dalton, Head of Retail Insights, Americas

Karen Kelso, Vice President, Retail Insights

Amazon has received permission to build a 229,000-square-foot retail facility outside Chicago. What does this store mean for Amazon’s plans for physical retail? How will Walmart respond? What are the implications for shoppers, suppliers, and competitors? Topics we’ll discuss include:

- Where Amazon and Walmart are likely to place bets in 2026
- How Amazon and Walmart will measure success against their objectives
- Implications, impacts, and predictions for the future

12:25-12:40 PM CT

Keeping it real: Competition between Walmart and Amazon

Rachel Dalton, Head of Retail Insights, Americas

Karen Kelso, Vice President, Retail Insights

Join us as we look more closely at the ways in which Walmart and Amazon will be vying for customers’ dollars:

- How technology will shape business strategies
- The diverging paths of agentic AI
- The further monetization of data streams

12:40-12:50 PM CT

Day 1 recap

Karen Kelso, Vice President, Retail Insights

Day 2: April 29

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Retail Insights

9:10-9:40 AM CT

Social commerce is changing the purchase funnel

Taylre Stumpf, Lead Analyst, Retail Insights

Social commerce (eBay, Facebook Marketplace, TikTok Shop) is estimated to account for about 10% of all ecommerce activity. How does the always-on attention economy reshape the purchase funnel? How do brands support discovery and engagement? Topics we'll cover include:

- Which categories and brands are succeeding in social commerce and why
- How shoppers consider and purchase products through social media
- Implications for retailers and CPG/FMCG brands

9:40-10:10 AM CT

Keeping it real: Social commerce shifting physical retail

Taylre Stumpf, Lead Analyst, Retail Insights

Karen Kelso, Vice President, Retail Insights

How should retailers and manufacturers think about their brands in the context of social media? Topics we'll discuss include:

- Building out the three "R's": real, relevant, and resonant
- Moving from "one to many" to "one to one"
- Harnessing compelling storytelling

10:10-10:40 AM CT

Growth through ecosystems and the opportunities and risks

Karen Kelso, Vice President, Retail Insights

Walmart's ecosystem depends on the growth of B2B and B2C services to support the retailer's objective of growing profits faster than sales. The current business climate will challenge that goal. Topics we'll discuss include:

- Driving supplier revenue streams while maintaining customer-centricity
- Transitioning from transaction-based retail to loyalty-led retail
- Examining the role of customer trust and why it's more critical than ever

10:40-11:10 AM CT

Keeping it real: Growth through ecosystems

Karen Kelso, Vice President, Retail Insights

David Marcotte, Senior Vice President, Retail Insights

Amar Singh, Senior Director, Retail Insights

As more retailers adopt ecosystems, patterns are emerging about what is and is not working. Topics we'll discuss include:

- Retail media networks: high ROAS or high likelihood of obsolescence with agentic AI?
- Retailer ecosystems are a modern version of slotting fees: true or false?
- Divergence between shopper expectations and retail realities

11:10-11:25 AM CT | **BREAK**

11:25-11:55 AM CT

Successful selling in the attention economy

Karen Kelso, Vice President, Retail Insights

Retail growth is dominated by ecommerce and increasingly by social commerce, a technological landscape that defies the traditional rules of retail. What does it take to succeed in this environment? Topics we'll discuss include:

- Persuasive microtargeting
- How to leverage industry insights on underlying consumer needs
- Retailers and channels with competitive advantages

11:55 AM-12:25 PM CT

Keeping it real: Selling in the attention economy

Karen Kelso, Vice President, Retail Insights

Taylre Stumpf, Lead Analyst, Retail Insights

Ross Cloyd, Director, Retail Insights

Consumers are constantly bombarded with social media and demands on their attention. How do brands effectively and efficiently reach consumers? Topics we'll discuss include:

- Whether any kind of attention, positive or negative, is good for brands
- Guidelines for effective omnichannel marketing
- Ways to measure promotional effectiveness and create a "stickier" brand

12:25-12:40 PM CT

Ask me anything Q&A

Karen Kelso, Vice President, Retail Insights

12:40-12:50 PM CT

Day 2 recap

Karen Kelso, Vice President, Retail Insights