

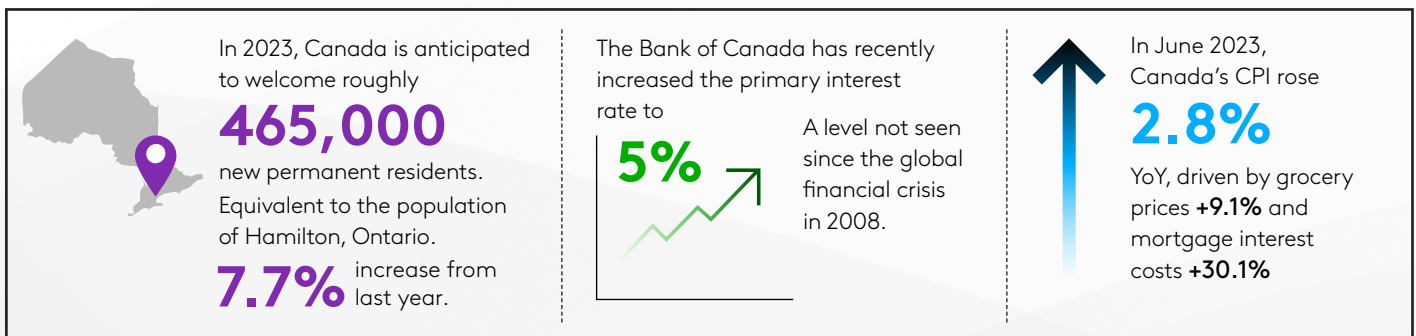
Sept. 20-21, 2023

# Canadian Retail Insights Conference

## Reimagining success in the value-conscious marketplace

As retail sales grow, Canadian consumers are prioritizing value in the face of higher housing costs and interest rates. At the same time, the surging diversity of the Canadian population opens avenues for growth, while AI streamlines operations and personalizes shopping.

At Kantar's 2023 Canadian Retail Insights Conference, our experts will guide your business strategy to unlock growth.



You'll walk away from this event with insights into:

- How macroeconomic dynamics and the evolving profile of Canadian consumers are influencing the nation's retail landscape
- How price inflation, housing affordability, immigration, and the emphasis on value are shaping shopper behaviour in grocery stores, mass merchandisers, clubs, and discount outlets
- The shift in Canadian ecommerce from broadening reach to faster delivery
- The cutting-edge technological innovations in AI and machine learning that are shaping the future retail store

## Event Presenters



**David Marcotte**  
Senior Vice President,  
Global Retail &  
Technology



**Amar Singh**  
Senior Director,  
Retail Insights



**Casey Ferrell**  
Senior Vice President



**Barry Thomas**  
Senior Thought  
Leader



**Rachel Dalton**  
Head of Retailer  
Insights,  
North America

## Virtual Event

Listen live or consume later

**Live:**

**Day 1 | 1:00-5:00 PM ET**

**Day 2 | 1:00-5:00 PM ET**

## Registration

Register today by emailing

**[events@kantarc consulting.com](mailto:events@kantarc consulting.com)**

or visiting our [event website](#).

**DAY 1: Sept. 20**

1:00-1:15 PM ET

**Welcome and introduction**

David Marcotte, Senior Vice President, Global Retail & Technology  
Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

**Canadian macro challenges: Retail, consumers, and immigration**

David Marcotte, Senior Vice President, Global Retail & Technology

- Review economic projections for Canada and its provinces.
- Examine the implications of global economic trends, interest rates, and housing affordability on the retail sector.
- Evaluate the expected changes in consumer spending patterns among key market players in response to the escalating costs of cash and credit.

2:10-2:55 PM ET

**Canadian consumer outlook**

Casey Ferrell, Senior Vice President

- Understand the factors driving Canadians' increasing economic anxiety.
- Explore the levers that can get consumers engaged in the market.
- Build consumer-centricity with deeper human insights.

2:55-3:15 PM ET | **BREAK**

3:15-4:00 PM ET

**TBD**

TBD

- XXXXXX
- XXXXXX
- XXXXXX

4:00-4:45 PM ET

**The future of retail**

Barry Thomas, Senior Thought Leader

- Review our AI and automation framework for success and leading use cases.
- Evaluate key retailer ecosystem attributes and the brand benefits.
- Discover how FMCG brands are winning with these growth customers.



4:45-5:00 PM ET

**Day 1 recap**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insight

**DAY 2: Sept. 21**

1:00-1:15 PM ET

**Welcome and introduction**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights

1:15-2:10 PM ET

**Digital commerce in Canada: A status check**

Amar Singh, Senior Director, Retail Insights

Rachel Dalton, Head of Retailer Insights, North America

- Evaluate the Canadian online landscape.
- Get acquainted with the shopper profiles of leading Canadian ecommerce players.
- Consider opportunities to elevate your online strategy and plans.

2:10-2:55 PM ET

**Canadian grocery trends amid surging inflation**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights

- Explore how Loblaw, Sobeys, and Metro Canada adapt to inflation and uncertainty.
- Understand how Canadian grocers build dynamic ecosystems for shopper engagement.
- Learn how to drive growth with refined customer strategies.

2:55-3:15 PM ET | **BREAK**

3:15-4:00 PM ET

**Taking the pulse of Canadian mass merchandisers and Costco**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights

- Explore the core business initiatives of Walmart, Canadian Tire, and Costco.
- Gain insights into the shopping behaviours and characteristics of mass merchandise shoppers in Canada.
- Understand how Canadian mass merchandisers are expanding their retailer ecosystems.

4:00-4:45 PM ET

**Canada's value channel: Strategies and shopper insights**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights

- Assess the short- and long-term role of the value channel in Canada.
- Find out how shifting spending patterns are driving value retailers to change their pricing strategies.
- Understand the shopping behaviour of value channel shoppers.

4:45-5:00 PM ET

**Day 2 recap**

David Marcotte, Senior Vice President, Global Retail & Technology

Amar Singh, Senior Director, Retail Insights