July 29-30, 2026

2026 Grocery Channel Virtual Event

Grocery is still one of retail's largest and most important channels, but the way shoppers buy food has moved beyond the traditional grocery model.

Food trips now stretch over more retailers, formats, and occasions, creating new pressure on how suppliers build customer plans.

For years, many brands could build one grocery strategy and apply it across a familiar set of traditional grocery retailers. That approach is losing power as traditional grocery retailers now compete with other channels all fighting for food trips, but not all in the same way.

The challenge is that the shopper, trip, channel, and meal occasion no longer line up as neatly as they once did.

Some retailers use grocery to reinforce value. Some use it to build loyalty and membership. Others use it to drive digital frequency, fresh authority, or local relevance.

For suppliers, the risk is not only missing growth. It is also walking into very different retailers with the same grocery plan.

This year's Grocery Channel Virtual Event will help attendees understand how grocery competition is changing and why retailer-specific planning is now so vital. Across two days, Kantar experts will examine how different retailers use grocery to win trips, baskets, loyalty, value perception, and shopper relevance.

Attendees will leave with a practical way to compare retailer grocery models and translate that view into stronger retailer plans.

Key data and facts

Shoppers are building grocery portfolios.
The average number of grocery retailers shoppers used rose from 7 in Q1 2025 to 7.4 in Q1 2026. Shoppers are spreading trips across retailers, missions, and fulfillment options.

Fulfillment and memberships are changing behavior.
Delivery rose from 10% of the most recent online grocery trip in Q1 2022 to 19% in Q1 2026. Memberships are also shaping choice, with 69% of shoppers having Amazon Prime, 31% Walmart+, 30% Sam's Club, and 30% Costco memberships in Q1 2026.

Experience is becoming a bigger differentiator.
While quality and efficiency are still important, shoppers are putting more weight on experience, service, health, prepared foods, natural and organic variety, and flexible shopping options. In Q1 2026, 81% of grocery shoppers said retailers offering multiple ways to shop was important or extremely important to grocery shopping satisfaction.

Supplier planning needs a faster rhythm.
The annual planning cycle is no longer enough. Brands need more active, retailer-specific planning that reflects shopper missions, retailer strategy, fulfillment models, digital shelf expectations, AI-enabled discovery, and faster marketplace shifts.

Visit our events page for more information.

You'll leave this event with insights into:

- A clearer understanding of how grocery growth is shifting across channels, retailers, and shopper missions
- A practical view of how different retailer models use grocery to win trips, baskets, loyalty, data, membership, and differentiation
- A framework for comparing retailer grocery models and identifying where each retailer is advantaged, exposed, or placing bigger bets
- Guidance on how suppliers should adapt planning across the store, digital, retail media, and customer engagement
- Tools to help cross-functional teams move from broad grocery channel planning to retailer-specific strategies and a faster planning rhythm

Join us at the
Grocery Channel Virtual Event

Virtual Event

Listen live or consume later

Live:
Day 1 | July 29 1:00-4:30 PM ET
Day 2 | July 30 1:00-4:30 PM ET

Registration

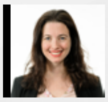
Register today by emailing
events@kantarconsulting.com
or visiting our event website.

Presenters

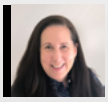
Ross Cloyd
Director, Retail Insights

Doug Hermanson
Principal Economist

Julie Craig
Vice President, Shopper Insights



Rachel Dalton
Head of Retail Insights, Americas



Karen Kelso
Vice President, Retail Insights

Georgia Rose
Senior Insights Consultant

Simon Johnstone
Senior Director, Retail Insights

Visit our events page for more information.

Day 1: July 29

The new grocery battleground

Why grocery growth, shopper behavior, and competitive pressure are moving beyond traditional channel boundaries

1:00-1:05 PM ET

Welcome and introduction

Ross Cloyd, Director, Retail Insights

1:05-1:30 PM ET

Grocery and the new competitive reality

Ross Cloyd, Director, Retail Insights

- Learn why the traditional definition of grocery no longer captures how the market is evolving.
- Explore how grocery competition is expanding across channels, formats, digital touchpoints, and meal occasions.
- Review why grocery today requires a broader view of where food trips are shifting and how retailers are competing to win them.

1:30-2:05 PM ET

Macro forces reshaping grocery growth

Doug Hermanson, Principal Economist

- Examine the economic, household, and food spending forces shaping grocery demand.
- Understand how value-seeking behavior, inflation pressure, and channel growth are influencing where grocery dollars may shift.
- Review what Kantar forecast data suggests about future sources of grocery growth and the implications for customer planning.

2:05-2:40 PM ET

The grocery shopper portfolio

Julie Craig, Vice President, Shopper Insights

- Understand how shoppers are expanding their grocery retailer sets and using different retailers for different missions, needs, and occasions.
- Evaluate how affordability, convenience, and trust shape retailer choice.
- Learn how trip missions, online grocery growth, delivery, membership, and pretrip planning are changing grocery engagement.

2:40-2:50 PM ET | **BREAK**

2:50-3:20 PM ET

Where grocery growth is shifting in the run-up to 2030

Ross Cloyd, Director, Retail Insights

- Connect the macro and shopper setup to where grocery trips, share, and shopper attention are shifting.
- Examine how mass, club, value, digital, regional, and specialty models are changing the competitive set for food trips.
- Understand why retailers are competing for different grocery jobs, from value and stock-up to delivery convenience, membership, loyalty, fresh authority, and local trust.

3:20-4:15 PM ET

What's at stake as the battle for grocery intensifies

Ross Cloyd, Director, Retail Insights
Rachel Dalton, Head of Retail Insights, Americas
Karen Kelso, Vice President, Retail Insights

- Examine how Walmart, Amazon, and Costco are reshaping grocery growth through three distinct models: national value and omnichannel scale, digital convenience and delivery reach, and membership-led stock-up trust.
- Analyze why these retailers create different pressure points for traditional grocery retailers, from price perception and fulfillment to loyalty, data, and trip capture.
- Identify what brands need to do differently across mass, digital, and club grocery models.

4:15-4:30 PM ET

Day 1 recap

Ross Cloyd, Director, Retail Insights

Day 2: July 30

Retailer strategies and supplier implications

How different grocery models are placing their bets and what brands need to do differently

1:00-1:05 PM ET

Welcome and introduction

Ross Cloyd, Director, Retail Insights

1:05-1:50 PM ET

Scaled grocery at a crossroads

Ross Cloyd, Director, Retail Insights

- Learn how Kroger, Albertsons, and Ahold Delhaize USA are rebuilding relevance as grocery competition expands beyond traditional supermarkets.
- Understand how scaled grocers are balancing national capabilities with market-by-market execution.
- Identify where supplier partners can better align with each retailer's strategy, shopper proposition, and growth priorities.

1:50-2:30 PM ET

Regional grocers and the power of local relevance

Ross Cloyd, Director, Retail Insights

- Find out why regional grocers remain powerful competitors even as national scale, digital reach, and value-led models reshape grocery.
- Explore how regional players use local relevance and shopper trust to defend trips and build differentiation.
- Discover where suppliers need to localize plans, support retailer priorities, and avoid a one-size-fits-all grocery strategy.

2:30-2:35 PM ET | **BREAK**

2:35-3:00 PM ET

Value disruption: Simpler models, sharper price trust

Georgia Rose, Senior Insights Consultant

- Explore how Aldi, Lidl, dollar retailers, and value-led food models are reshaping price expectations and assortment strategy.
- Understand how limited assortment, private label, operational simplicity, and price trust create pressure across grocery.
- Learn how brands should rethink SKU discipline, pack architecture, price-value positioning, and complexity in value-led models.

3:00-3:25 PM ET

Specialty grocery and lifestyle-led food retail

Simon Johnstone, Senior Director, Retail Insights

- Explore how specialty and lifestyle-led food retailers use health, quality, discovery, curation, and differentiated assortment to win trips that mass, club, and value models do not fully own.
- Understand how Sprouts, Trader Joe's, Whole Foods, Natural Grocers, and other specialty models shape shopper expectations beyond price and convenience.
- Learn how brands should think about innovation, premium positioning, health and wellness, functional benefits, and category discovery in specialty-led grocery models.

3:25-4:00 PM ET

Grocery retailer models: From comparison to customer planning

Ross Cloyd, Director, Retail Insights

- Compare and contrast how different grocery models are winning and where they are focusing strategically.
- Identify where retailers appear advantaged, exposed, or still working to close gaps.
- Use the grocery retail planning matrix to translate those differences into sharper customer planning.

4:00-4:25 PM ET

The new supplier planning model for grocery growth

Ross Cloyd, Director, Retail Insights

- Translate the two-day event into practical implications for how brands plan with retailers.
- Break down why broad channel planning needs to give way to more specific retailer strategies.
- Frame the planning questions suppliers should bring to upcoming retailer planning conversations.

4:25-4:30 PM ET

Day 2 recap

Ross Cloyd, Director, Retail Insights

Visit our events page for more information.