

Dec. 8-9, 2021

Retail Insights Conference: A Virtual Event

What's next for retail?

*Moving forward while still managing
the pandemic*

After another tumultuous year in retail, where do we go from here? While we aren't out of the woods yet when it comes to the COVID-19 pandemic, we must still look forward since neither shopper expectations nor retailer operations stop evolving. Now is the time to take the disruption of the past and turn it into action that sets your company up for success.

This conference will:

- Examine the new reality of retail and teach you how to adapt to it.
- Determine how the major trends shaping retail's future impact your business.
- Build awareness of how retail operations are evolving and how to optimize your interactions in the broader retail ecosystem.
- Provide insight into what shoppers are thinking and feeling, including how they're adapting their behaviors to the world around them.

Retail in 2021 is on pace for record growth for the second straight year.

In the first seven months of 2021, retail sales grew almost 60%.

Source: Kantar





10:00–10:10 AM ET

Welcome and setting the stage**Ted Riedel, North America Retail Practice Leader**

10:10–10:40 AM ET

Retail ecosystems to elevate engagement and growth**Amar Singh, Senior Director**

COVID-19 accelerated the adoption of online shopping and digital services, but the pandemic also fundamentally transformed vendor and shopper engagement models. New retail and supplier partnerships are enabling stronger ecosystems, shopper engagement, and lifestyle integration.

- Understand how retailer and vendor relationships are evolving.
- Learn the new rules of shopper engagement.
- Find out how retailers are capturing more of their shoppers' share of life.



10:40–11:10 AM ET

The changing architecture of shopper engagement**Mary Brett Whitfield, Senior Vice President**

In the past two years, shoppers have radically retooled their shopping patterns as a result of upheaval across multiple fronts. This retooling, coupled with shoppers having more power than ever before to personalize the shopping experience, will shape the future of shopping.

- Discover how retailer choice and competitive sets have changed.
- Learn how the incorporation of fulfillment options into shopping routines has shifted and what to expect in the future.
- Explore the evolving role of digital tools on shopping behavior.

11:10–11:25 AM ET | BREAK

11:25–NOON ET

The upside down: Finding opportunities in a distorted economy**Doug Hermanson, Principal Economist**

The retail economy has been turned upside down by the unprecedented response from businesses, banks, and the government to soften the blow from the pandemic. These actions will create distortions for retailers and suppliers for some time.

- Learn how to interpret macro trends in this upside-down economy.
- Find out how these trends will alter the retail landscape.
- Develop strategies to navigate the macro disruptions in 2022.



NOON–12:30 PM ET

Kantar 2022 US MONITOR outlook: Ctrl + Alt + Delete**Casey Ferrell, Senior Vice President**

Consumers are rebooting their lives by regaining control where they can, altering aspirations where they need to, and deleting baggage where they must.

- Understand what's motivating late-pandemic consumers and how they'll transition to a post-pandemic mindset.
- Find out where brands have a right to play in the consumer reboot of 2022.
- Learn how the Ctrl + Alt + Delete framework can make sense of disruption within your category.

12:30–1:00 PM ET

Lunch and Topic Tables



New reality of retail



Major retail trends

Breakout session tracks



1:00–1:30 PM ET

The new grocery retail reality

Pam Goodfellow, Director

Dustin Speer, Analyst

With the pandemic rocketing online grocery from niche to mainstream shopper activity, many retailers spent 2020 shoring up (or launching) their online grocery capabilities. Now that the dust has somewhat settled, online grocery retailers are focused on the road ahead — playing to win in an increasingly crowded and competitive arena.

- Glean updated shopper insights for the top online grocery retailers, including shopper passion and pain points.
- Take a first look at the Publix and H-E-B online grocery experience through the shopper lens.
- Get up to speed on new initiatives and innovations driving top online grocery retailers into 2022 and beyond.



1:00–1:30 PM ET

Eco-friendly: Aligning with retail's evolving ecosystems

Nishant Shrikhande, Senior Analyst

Tiffany Hogan, Director

Discover the dynamic world of retail ecosystems and understand how to effectively engage shoppers through multiple touchpoints.

- Explore the key components of retailer ecosystems and how they're evolving.
- Identify best-in-class brand executions across different retailer touchpoints.
- Gain actionable insights for aligning your brand to key customer ecosystem strategies.

1:30–1:35 ET | BREAK



1:35–2:05 PM ET

Category management in a post-COVID world

Lauren Winkler, Associate Vice President

Based on feedback from a wide range of manufacturers and retailers, Kantar explores the future of category leadership in an omnichannel world by probing the shifting balance of power in a post-COVID landscape.

- Understand the history of ecommerce performance measurement.
- Identify emerging trends in measuring success across ecommerce customers.
- Learn how to adopt an agile measurement framework that will grow along with your ecommerce business.



1:35–2:05 PM ET

Download on drop shipping

Taylor Galland, Principal Analyst

Nishant Shrikhande, Senior Analyst

Drop shipping has become more popular in retail with the rise of ecommerce and the need to offer a wider assortment of products on online storefronts. To keep pace with these shifts in online retail, manufacturers will need to assess their strategies and consider whether this method of commerce is the right fit for their businesses.

- Understand the growing role of drop shipping in retailer strategies.
- Analyze the ecosystem and identify growth opportunities.
- Learn best practices and strategies for partnering.

2:05–2:15 PM ET | BREAK



New reality of retail



Major retail trends

Breakout session tracks



2:15-3:05 PM ET

A close-up look at the evolving food-at-home landscape

Pam Goodfellow, Director

The pandemic drastically changed the allocation of food spending in the US, with shoppers spending more time working, playing — and cooking — at home. With macro realities continuing to impact shopper behavior in this space, now is the time to explore the food-at-home opportunity and how it's evolving.

- Learn about shoppers' changing attitudes and behaviors when it comes to cooking at home.
- Discuss how retailers are shifting to capitalize on the food-at-home momentum.
- Examine how food-away-from-home players are pivoting to lure back spending.



2:15-3:05 PM ET

PoweRanking® and go-to-market in our new normal

Patrick Fellin, Partner, Advisory Go-to-Market Consulting, NA

Get an overview of retail leadership in 2021 as we get ready for 2022+. Kantar's PoweRanking subject-matter expert reviews this year's results and takes a look at what we can expect as we head toward 2022 and even 2025.

- Review who's leading the way in the trading relationship between retailers and manufacturers and why.
- Take a look at what's most important to retailers and who delivered and overdelivered against those metrics.
- Learn what sets Walmart apart, who's gaining on it in its retail peer group, and how this impacts your brand.

3:05-3:15 ET | BREAK



3:15-4:00 PM ET

Income segmentation amid reverberating pandemic effects

Doug Hermanson, Principal Economist

Simon Johnstone, Director

As COVID's effects reverberate into 2022 and beyond, retailers and suppliers must reassess what income really means to their shoppers and how to define shopper income segments.

- Track the policy and industry changes that will permanently change consumer income trends.
- Understand the role that income plays beyond shoppers' spending intentions and how government-assisted income streams are altering shopper routines.
- Discover how retailers and suppliers should cater to the short- and long-term needs of shoppers across the income spectrum.



3:15-4:00 PM ET

Well-being and retail: Going beyond health and wellness

Amar Singh, Senior Director

Colleen Sharp, Senior Vice President, MONITOR Analytics

The markers and influence of well-being have expanded dramatically in the last decade, driven by marketplace trends that go beyond health and wellness and into many other parts of consumers' lives. While showcasing how well-being impacts all sectors, we'll dig into what it means at retail and how to address different consumer groups.

- Explore the critical drivers expanding the idea of well-being.
- Understand how different consumers are impacted based on their well-being priorities.
- Come away with a better understanding of how retail can bring more personal and empathetic well-being solutions to consumers.



10:00–10:05 AM ET

Welcome and setting the stage**Ted Riedel, North America Retail Practice Leader**

10:05–10:45 AM ET

Omnicommerce success in the era of 'me' commerce**Rachel Dalton, Director, Ecommerce & Omnichannel Insights**

As omnicommerce rapidly evolves and competition intensifies, shoppers will be loyal to brands and retailers that connect with them on a personal level.

- Survey the new retail landscape and the rapid rise of digital technologies and new commerce platforms.
- Review how shoppers now expect retailers and suppliers to cater to a “me-first” mentality.
- Uncover omnicommerce trends and predictions.



10:45–11:15 AM ET

The cultural context of corporate responsibility**J. Walker Smith, Knowledge Lead, Global Consulting Division**

Shoppers are increasingly motivated to vote with their dollars by choosing brands and retailers that align with their values. This presentation will showcase what Kantar has learned about the ways in which cultural forces play a central role in shaping the consumer commitment to the three core dimensions of corporate responsibility: economic, environmental, and social.

- Discover how shoppers are voting with their dollars.
- Get the lay of the land of consumers’ attitudes and intentions.
- Learn to navigate the cultural compass so you can find the true north for activating your brand at retail.

11:15–11:30 AM | BREAK

11:30–NOON ET

Sustainability renewed in retail**David Marcotte, Senior Vice President**

Sustainability is a key aspect of corporate responsibility that’s powering shoppers, suppliers, and retailers to make products and processes environmentally neutral. The current cultural expectations regarding sustainability need to be reflected in your communications and actions.

- Understand the key initiatives retailers and manufacturers are undertaking to be more sustainable.
- Discuss the impact of retailer sustainability programs and shopper expectations on your organization.
- Identify frameworks you can use to understand the level of impact and compliance required.

NOON–1:00 PM ET

Lunch and Topic Tables



Retail operations



Shopper perspective

Breakout session tracks



1:00–2:00 PM ET

The struggle is real (estate): Retail's changing footprint

Tiffany Hogan, Director

While shoppers may have moved online at record levels over the past year, the pandemic has also highlighted the value of physical stores. The big question now is where stores will be located, what purpose they'll serve, and how retail real estate trends can help us divine their future.

- Identify key macro and shopper forces driving retailers to rethink their store locations.
- Understand key competitive dynamics and retailer strategies that are fueling big moves today.
- Discover how retailer economics and real estate trends may provide insights into retailers' next major moves.



1:00–2:00 PM ET

The shopper puzzle: Generations

Julie Craig, Vice President, Shopper Insights

Eleanor Thatcher, Senior Analyst, Shopper Insights

Renata de Moura, Senior Director, Shopper Insights

Shoppers are diverging into increasingly complex cohorts and routines, propelled by a shift in values, evolving fulfillment touchpoints, and new shopping patterns ignited by COVID-19. Piece together the shopper puzzle from a generational perspective to plan for success.

- Explore and understand how generations are reacting and reforming routines more than a year into the pandemic.
- Learn how values fit into shoppers' decision-making across ages.
- Fulfillment has been — and continues to be — a rapidly evolving ecosystem, primarily driven by shopper needs. Uncover where (and why) fulfillment is a key piece of the shopper puzzle.

2:00–2:10 ET | BREAK



2:10–3:00 PM ET

New retail financing: Cash, consolidation, and raising capital

Taylor Galland, Principal Analyst

David Marcotte, Senior Vice President

As retailers shift the way they're structured to meet new operational demands, the retail and CPG industries should monitor the short- and long-term implications of new cash flows, available capital, startups, and mergers and acquisitions.

- Understand financial growth models for mature and growing retail and CPG companies.
- Consider how these new strategies impact broader business initiatives.
- Examine how relevant stakeholders are leveraging or could leverage the free cash accumulated during the pandemic.



2:10–3:00 PM ET

Reapproaching household budgets in 2022 and beyond

Simon Johnstone, Director

At a time when millions of people don't get enough to eat, are behind on rent, and are being hit with the dollars-and-cents reality of higher inflation, retailers can be allies in helping shoppers manage their household budgets. This session examines how shoppers plan to manage their budgets over the short and long term and how different retailers and channels are repositioning themselves to help.

- Align to the biggest differences in how shoppers are managing grocery budgets across the income spectrum.
- Get a clear picture of the threats and opportunities that are emerging due to changes in how retailers are helping shoppers manage basket spend and trip frequency.
- Evaluate the channels that are in the best position to help shoppers manage their household budgets over the short and long term.

3:00–3:10 PM ET | BREAK



Retail
operations



Shopper
perspective

Breakout
session tracks



3:10-4:00 PM ET

Delivery wars: The final mile of commerce

Rachel Dalton, Director, Ecommerce & Omnichannel Insights

Lei Duran, Senior Vice President

Retailers are in an apparent arms race for speed to win shopper loyalty and share of spend. As the speed to shopper escalates and third-party entrants become behemoths, the next phase of commerce will surely be impacted by delivery winners and losers.

- Review the major players populating the landscape.
- Understand shopper attitudes and behaviors around delivery options.
- Look at the financial trade-offs of delivery innovation.



3:10-4:00 PM ET

Shopping for children: How kids influence retailer and category choices

Leigh O'Donnell, Head of Shopper Insights & Solutions, NA

Colombe Bommelaer, Director

How do parents choose retailers, categories, and omnichannel options when children/babies are in the household? Learn how parents research, navigate, and fulfill edibles, household essentials, and other critical purchases like toys in this look at the influences on shopping for kids

- How does the shopping journey, from research to purchase, differ by age group?
- Why do parents choose to shop online, select different fulfillment methods, and use subscriptions?
- Which categories are most impacted by children's requests throughout the shopping trip?