

The Shopper, Retailer & Category Insights Conference, 12<sup>th</sup> February 2026  
The Hilton, Canary Wharf, South Quay, Marsh Wall, London E14 9SH

# Shopper, Retailer & CATEGORY INSIGHTS

DRIVING GROWTH | 12th February 2026

**25+** SPEAKERS **1** DAY **8TH ANNUAL**

## Welcome To The 2026 Shopper, Retailer & Category Insights Conference

### Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



[www.shopperinsightconference.com](http://www.shopperinsightconference.com) | +44 (0)20 3479 2299

## 08.15 Registration & Informal Networking

## 09.00 GIC Welcome & Morning Chair's Opening Remarks

Jenna Martin, Head of Category & Insights, **Angus Soft Fruits**



## Value, Loyalty & Pricing In A High-Inflation World

### 09.10 Navigate Inflation Without Losing Shopper Trust By Mastering Pricing Strategies That Delivers Real Value & Retains Brand Loyalty From The Get Go

- Master pricing without losing loyalty: discover how to set price points across channels and formats that protect brand equity while minimising shopper switch to private labels or competitors
- Which shopper segments are most price-sensitive or quality-driven, and how is inflation reshaping their purchase patterns, brand choices, and pack-size preferences?
- Value that sticks! How can brands demonstrate value beyond price and reinforce equity through quality, trust, innovation, and sustainability especially during periods inflation?

Charlotte Castille, Head of Membership, Brand & Marketing, **Central Co-op**



## Retailer Collaboration & Insights

### 09.30 Driving Total Category Growth in Modern Grocery Retail through Simplified Journeys and Strategic Partnerships

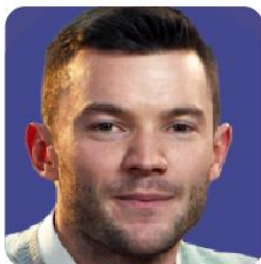
- How does true category captaincy leverage a rising tide of shopper relevance to 'double down' on growth for both brands and retailers?
- Winning with today's 'barbell' shoppers means through solutions to their real-world challenges in volatile times.
- Click to brick: co-creating physical journeys that bridge the digital divide, turning in-store traffic into high-engagement experiences that drive purchase conversion AND build long-term brand equity.
- With AI agents projected to influence 55% of purchases by 2030, how can retailers and brands integrate agentic AI into their partnerships to enhance relevance of their offers without compromising shopper value?

Serena Smith, Head of Category, The Heineken Company



### 09.50 Private Label Isn't The Enemy: A Plan For Mutual Growth

Ross Watson, Chief Operating Officer, **Brand Nudge**



Sam Hart, Business Unit Director, **Worldpanel by Numerator**



## Consumer Behaviours – Panel Discussion

### 10.05 Navigate The Changing Shopper Landscape To Deliver Relevant, Influencer-Driven & Value-Led Experiences Across Every Touchpoint To Boost Conversions

- When influencers speak, shoppers listen! With online reviews, social buzz, and influencer content shaping buying behaviour, how can brands communicate value beyond price to win loyalty and conversions?
- With journeys no longer being linear, how are hybrid shoppers navigating non-linear journeys across all channels, and what does this mean for targeting and conversion strategies?
- How are sustainability and health considerations shaping shopper priorities, and how can brands position products to meet these evolving expectations?
- Shoppers expect relevant, timely, and personalised interactions across every touchpoint so how can brands use AI to create experiences that feel genuinely helpful rather than intrusive?

Parambir Sahi, Director, Global Innovation & Brand Analytics, **The Coca Cola Company**



Marie James, Commercial Business Partner, **AO**



Samantha Elliott, Head of Category Development, **Kraft Heinz**



Kerry Buckley, Head of Development – Healthcare, **Boots UK**



Victoria Hardisty, Senior Trade Marketing Manager, **Elior**



**Shelf Confusion to Shelf Confidence: When Insight Actually Changes the Pack**

**10.35 Packaging Changes Are Easy To Debate & Hard To Land. Whyte & Mackay, And Dragonfly AI Share How Shopper Insight Was Used To Validate A Simple But Ambitious Idea: Make Whisky Easier To Shop. From Understanding How Shoppers Actually Read The Pack, To Building Confidence In Change, The Conversation Explores What Happens When Insight Doesn't Just Inform Decisions - It Drives Them.**

Kate Nunan, Principal Customer Success Manager, **Dragonfly AI**



Cameron Ross, International Category Manager, **Whyte & Mackay Group**



**10.50 Morning Refreshment Break With Informal Networking**



## Winning In This Space As A Challenge Brand

### 11.20 How You Can Win As a Challenger Brand With Clarity, Focus And Insight-Led Choices

- Turning data into growth: The difference between information and insight, and why it matters.
- The courage to choose: How winning challenger brands grow by knowing who they're for

Rebecca Oliver-Mooney, Strategy & Insights Director, **Hip Pop**



## AI Application: Shopper Driven Intelligence – Pre-Recorded

### 11.40 Stay Ahead Of The Curve By Leveraging AI To Decode Shopper Behaviour, Forecast Category Shifts & Deliver Tailored Experiences That Boost Activation & Growth

- Stay ahead of shopper trends by leveraging AI to predict purchase intent, product preferences, and category shifts in real time
- From shaping next-gen personalisation to driving smarter, more agile retail strategies, explore what the future really holds when it comes to AI in shopper intelligence
- How can brands use AI to break down silos across CRM, e-commerce, loyalty, and in-store data, by turning insights into actions that drive category growth and activation?

Vineta Bajaj, Chief Financial Officer, **Holland & Barrett**



## 12.00 Driving Growth During Times of Inflation – Delegate Discussion

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

## 12.20 When AI Agents Become the Shopper: Winning Digital Shelf Visibility in the Era of Agentic Commerce

- From search to suggestion: how shopper discovery is shifting from traditional search journeys to AI-led research, comparison, and recommendation, all within LLMs
- Why AI chooses certain brands: the emerging visibility signals that influence what products get surfaced, cited, and recommended during the research and consideration phases
- Mapping the new digital shelf: sector-level insights into the technical foundations, content types, and page formats that LLMs prioritize when guiding shoppers down the funnel
- Preparing for agentic commerce: what happens when AI doesn't just advise but acts, and how retailers and brands can stay discoverable as shopping moves toward agent-led purchasing

Rachel Birch, CEO, **House Digital**



Andrew Turner, Growth Director, **House Digital**





### 12.35 Topic Generation Submission

*We would love to hear your thoughts on potential topics or ideas of one-day brand led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

### 12.40 Lunch & Informal Networking For Speakers, Delegates & Partners

### 13.10 Peer To Peer Discussion During Lunch

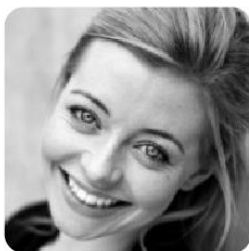
#### Driving True Shopper-Based eCategory Management

Francis Nicholas, VP Strategy, eStoreBrands



### 13.40 Afternoon Co-Chairs' Opening Remarks

Samantha Elliott, Head of Category Development, **Kraft Heinz**



Laura Wiloughby, Co-Founder, **Club Soda**



## Navigating The Challenges Of Launching Format Innovation Within Mature Subcategories

### 13.50 What Buyer And Retailer Hesitations Emerge When Introducing Disruptive Formats Like Espresso Concentrates And RTD Into Established Hot Coffee Shelf Sets, And How Can Brands Address Concerns Around Space, Shopper Adoption, And Commercial Risk?

- How can pre-launch validation through shopper research and category insight build the evidence base that secures retailer confidence and de-risks innovation?
- Beyond securing listings, what post-launch collaboration and optimization strategies turn a launch into sustained category growth?
- A practical case study from Nestlé's Nescafé Espresso Concentrates and RTD coffee launch

Jack Edwards, Director of Business Development, **VST**



# VST

Edward Sykes, Category Development & Shopper Marketing Controller, **Nestlé**



## Retail Media – Panel Discussion

### 14.05 Maximise Retail Media Impact While Safeguarding Brand Value By Streamlining Campaigns, Optimising Spend & Driving Measurable Growth Among Today's Shoppers

- Explore strategies to maintain shopper engagement and streamline campaigns across multiple RMNs, avoid fragmentation, and ensure consistent messaging that drives measurable results
- TikTok Shop, YouTube and more... with the shift from traditional to digital channels, how can brands adapt to a digital-first media landscape and effectively engage shoppers across evolving touchpoints?
- How can brands drive immediate growth through retail media while protecting long-term brand strength and value?
- Discover how to accurately measure performance, optimise media spend, and unlock maximum ROI in today's complex retail media landscape and amongst digitally-savvy shoppers

Nicole Pilkington, Global Head of eCommerce, **Barilla Group**



Gary McCready, Commercial & Strategy Director – iD Mobile, **Currys PLC**



## Category Innovation & Shopper Activation Online

### 14.35 Reimagine Category Growth & Shopper Activation Online With Seamless Omnichannel Journeys & Unified Data That Powers True Personalisation & Anticipates Shopper Needs

- From AR try-ons to livestreams, elevate shopper engagement by moving beyond traditional advertising into interactive formats that truly transform browsing into active engagement
- Stop drowning in data! Discover how breaking down silos enables true personalisation, smarter integration, and the ability to anticipate your customer's next move
- How can brands deliver the seamless journeys shoppers expect across digital and physical touchpoints? Uncover how consistent promotions, unified data, and coherent storytelling drive omnichannel success at every level

Jason Simpson, E-commerce & Commercial Development Manager, **Lactalis UK & Ireland**



## Personalisation At Scale – Delegate Discussion

### 14.55 Unlock The Practical Power Of Personalisation By Leveraging Unified Data & Omnichannel Excellence To Anticipate Shopper Needs & Deliver Seamless, Impactful Experiences That Drive Loyalty From Day One

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## 15.15 Evaluation Form & Feedback

*We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!*

## 15.20 Afternoon Refreshment Break With Informal Networkin

### 15.50 Omnichannel Realities – Panel Discussion

#### Understand Modern Shopper Journeys Across Channels To Improve Cross-Channel Performance, Optimise Engagement & Achieve Long-Term Growth In 2026 & Beyond

- One shopper, every channel! Discover strategies to deliver seamless shopper experiences across online, in-store, and mobile channels while breaking down operational silos to drive relevance and impact at every touchpoint
- From TikTok feeds to store aisles, explore how today's hybrid shoppers navigate online and offline channels, and what really drives their loyalty in a world where convenience and price dominate
- Data that talks! How can brands effectively connect CRM, loyalty, e-commerce, and in-store insights to create a single, actionable shopper view that drives smarter personalisation and activation?
- How can brands accurately assess cross-channel performance, attribute sales, and optimise media and merchandising investments to drive long-term growth?

Nima Salehi, Global Head of Digital & Technology, **The INKEY List**



THE **inkey** LIST™

Laricea Roman, Marketing & Ecommerce Director, **Objkts Jewelry**



® OBJKTS JEWELRY

## **Sustainability To Conscious Consumerism: From Campaigns To Policies & Products**

### **16.20 Empower Today's Conscious Shoppers With Clear, Credible & Affordable Sustainable Choices That Cut Through Eco-Confusion & Build Authentic Connections That Inspire Trust**

- From greenwashing to green-proof: how can brands build credibility in sustainability storytelling when shoppers demand proof, not promises?
- Sustainability that sells! If shoppers say they want sustainability but still default to price and convenience, how can brands and retailers close the gap?
- With regulations tightening and consumer expectations rising, how can brands accelerate packaging, sourcing, and product innovation to stay both relevant and compliant?
- How can retailers balance sustainable product choice without overwhelming or alienating price-sensitive shoppers?

Alexandra Florea, Head Of Sustainability, **Medik8**



# Medik8



## Brand Vs. Private Label

### 16.40 Win Shoppers Over In An Age Of Private Label Growth By Delivering Value That Goes Beyond Price Through Clear Communication & Superior Credentials That Convert

- If shoppers are cutting back even on private-label basics, how can brands and retailers redefine value through quality, trust, and innovation and not just cost?
- With private labels gaining ground, how can brands win back shelf space by harnessing distinct advantages such as innovation, exclusive offerings, and sustainability credentials that set them apart?
- How can we credibly defend pricing, communicate value, and complement retailer strategies to win shopper trust?
- and beyond?

Charlotte Mahieu, Associate Marketing Director – UK Hair & Skincare, **Church & Dwight**



Daron Gonzales, Head of Shopper & Category, **Church & Dwight UK**



**17.00 Afternoon Co-Chair's Closing Remarks & Official Close Of Conference**

Samantha Elliott, Head of Category Development, **Kraft Heinz**



**Kraft***Heinz*

Laura Wiloughby, Co-Founder, **Club Soda**



 **Club  
Soda**