



THE GLOBAL EVENT FOR
GROCERY & CPG INNOVATION

AGENDA SNAPSHOT

GET TICKETS





IF GROCERY INNOVATION IMPACTS YOUR BUSINESS, YOU NEED TO BE HERE.

We launched Groceryshop in 2018 to create a space dedicated entirely to the grocery and CPG industry. Since then, it has grown into the most important global event for leaders to meet, learn, and drive change. In 2024, we welcomed more than 5,000 attendees, including 1,300+ retailers and consumer brands, to Las Vegas for 3 days of innovation, connections, and strategy.

In 2025, Groceryshop returns to Las Vegas with even more energy, offering retailers and consumer brands direct access to insights, emerging technologies, and a global community. If grocery and CPG innovation matters to your business, this is where you need to be.

GET YOUR TICKET NOW | [GROCERYSHOP.COM](https://groceryshop.com)

GROCERYSHOP'S FIRST-EVER ADVISORY BOARD

For the first time, we've gathered a Groceryshop Advisory Board filled with industry trailblazers helping us fill the agenda with fresh insights.

Every session at Groceryshop 2025 delivers real case studies, hard-earned lessons, and actionable takeaways on the trends shaping grocery and CPG.



Surabhi Pokriyal
EVP & Chief Digital Growth
Officer



Benjamin Thompson
Head of Digital Transformation



Nitin Murali
VP, Supply Chain Excellence



Prabash Coswatta
Chief Operating Officer



Flavia Takey
Supermarket Head



Cristina Marinucci
VP, Global Growth & Omni
Commercial Insights



Deepak Jose
VP, Head of Data Sciences &
Business



Jennifer Hopper
Chief Information &
Digital Officer



Dave Steck
VP, IT Store & Emerging



Dr. Oliver Vogt
CEO, Transcend Retail Solutions



RETAILERS

- Navigating Economic Pressures and Rising Competition
- Grocer Perspectives: Winning New Customers and Growing Baskets
- Next-Level Collaboration: How Retailers and Brands Drive Growth Together
- Designing Best-in-Class Retail Media Networks
- Appealing to Value-Obsessed Shoppers
- Stores of the Future: Maximizing Efficiency and Engagement
- Tech-Enabled Associates: Boosting Productivity and Satisfaction
- Seamless and Secure Stores: Minimizing Friction and Deterring Theft
- Shark Reef Startup Pitch: Productivity and Efficiency Unlocks
- Shark Reef Startup Pitch: Enhancing Shopping Experiences
- Crafting Unified and Seamless Shopping Experiences
- Scaling Online Grocery
- Thinking Beyond the Core: Investment in B2B Services
- Successful Revenue Drivers: From Private Label Expansion to Membership Models
- Embracing Agility and Innovation
- Unifying Teams Across the Organization
- Technology Stacks Fit for the Future
- AI-Powered Pricing and Promotions
- Innovative In-Store Technologies
- Tools Driving Personalization
- Full-Funnel Retail Media: Embracing Offsite and In-Store
- Premium Products and Experiences in a Price-Conscious World



BRANDS

- CPG Perspectives: Boosting Volumes Across Sales Channels
- Next-Level Collaboration: How Retailers and Brands Drive Growth Together
- Assessing New Consumer Behaviors and Shopping Habits
- Integrating Retail Media into Broader Marketing and Sales Plans
- Full-Funnel Retail Media: Embracing Offsite and In-Store
- Premium Products and Experiences in a Price-Conscious World
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- Tools Driving Personalization
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- New Approaches to Brand Building and Storytelling
- Data-Driven Product Launches and Marketing Strategies
- Crafting Unified and Seamless Shopping Experiences
- Embracing Agility and Innovation
- Unifying Teams Across the Organization
- Technology Stacks Fit for the Future
- Winning Strategies for the Digital Shelf
- Leveraging Agentic AI Across the Organization



STORE OPERATIONS

- Future Ready Workshops: Actioning AI
- Rapid Fire: Technologies Poised to transform Grocery & CPG
- Stores of the Future: Maximizing Efficiency and Engagement
- Tech-Enabled Associates: Boosting Productivity and Satisfaction
- Seamless and Secure Stores: Minimizing Friction and Deterring Theft
- Aligning Inventory and Assortment with Demand
- AI-Powered Pricing and Promotions
- End-to-End Automation Across the Supply Chain
- Innovative In-Store Technologies



DIGITAL, E-COMMERCE & OMNICHANNEL

- Grocer Perspectives: Winning New Customers and Growing Baskets
- CPG Perspectives: Boosting Volumes Across Sales Channels
- Rapid Fire: Technologies Poised to Transform Grocery and CPG
- Designing Best-in-Class Retail Media Networks
- Integrating Retail Media into Broader Marketing and Sales Plans
- Full-Funnel Retail Media: Embracing Offsite and In-Store
- Winning Strategies for the Digital Shelf
- Scaling Online Grocery
- Crafting Unified and Seamless Shopping Experiences
- Reimagining Search And Discovery
- Channels Blending Engagement and Commerce
- Leveling Up Loyalty with Gamification and Personalization
- Rapid Fire: Technologies Poised to Transform Grocery and CPG



MARKETING & CONSUMER INSIGHTS

- Assessing New Consumer Behaviors and Shopping Habits
- Appealing to Value-Obsessed Shoppers
- Premium Products and Experiences in a Price-Conscious World
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- From Value to Convenience: Balancing Consumers' Wide-Ranging Needs
- New Approaches to Brand Building and Storytelling
- Data-Driven Product Launches and Marketing Strategies
- Crafting Unified and Seamless Shopping Experiences
- Reimagining Search And Discovery
- Channels Blending Engagement and Commerce
- Leveling Up Loyalty with Gamification and Personalization



AI, DATA AND ANALYTICS

- Future-Ready Workshops: Actioning AI
- Rapid Fire: Technologies Poised to Transform Grocery and CPG
- Shark Reef Startup Pitch: Enhancing Shopping Experiences
- Shark Reef Startup Pitch: Productivity and Efficiency Unlocks
- Tech-Enabled Associates: Boosting Productivity and Satisfaction
- Agentic AI Solutions Boosting Efficiency
- AI-Powered Pricing and Promotions
- Reimagining Search And Discovery
- Leveling Up Loyalty with Gamification and Personalization
- Tools Powering Personalization
- Unifying Teams Across the Organization



MERCHANDISING

- Assessing New Consumer Behaviors and Shopping Habits
- Appealing to Value-Obsessed Shoppers
- Premium Products and Experiences in a Price-Conscious World
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- From Value to Convenience: Balancing Consumers' Wide-Ranging Needs
- Aligning Inventory and Assortment with Demand
- AI-Powered Pricing and Promotions
- Data-Driven Product Launches and Marketing Strategies
- Successful Revenue Drivers: From Private Label Expansion to Membership Models



SUPPLY CHAIN & OPERATIONS

- Navigating Economic Pressures and Rising Competition
- Rapid Fire: Technologies Poised to Transform Grocery and CPG
- Shark Reef Startup Pitch: Productivity and Efficiency Unlocks
- Aligning Inventory and Assortment with Demand
- End-to-End Automation Across the Supply Chain
- Agentic AI Solutions Boosting Efficiency
- Perfecting Fulfillment and Delivery Strategies



BRAND MANAGERS

- Assessing New Consumer Behaviors and Shopping Habits
- New Approaches to Brand Building and Storytelling
- Data-Driven Product Launches and Marketing Strategies
- Premium Products and Experiences in a Price-Conscious World
- Channels Blending Engagement and Commerce
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- Integrating Retail Media into Broader Marketing and Sales Plans
- Full-Funnel Retail Media: Embracing Offsite and In-Store
- Crafting Unified and Seamless Shopping Experiences



COMMERCIAL & SALES

- CPG Perspectives: Boosting Volumes Across Sales Channels
- Next-Level Collaboration: How Retailers and Brands Drive Growth Together
- Premium Products and Experiences in a Price-Conscious World
- The New Normal: GLP-1's Lasting Impact on Consumer Preferences
- From Value to Convenience: Balancing Consumers' Wide-Ranging Needs





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SEPT. 28-OCT. 1, 2025 • MANDALAY BAY,
LAS VEGAS

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