

GROCERYSHOP 2026

PREVIEW

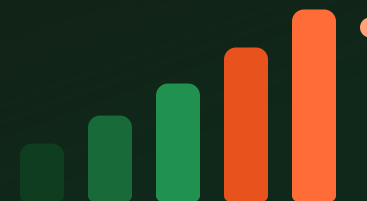
- September 22 – 24, 2026
- Mandalay Bay, Las Vegas

— ABOUT THE SHOW

About Groceryshop 2026

Groceryshop returns to **Mandalay Bay in Las Vegas September 22–24, 2026**, bringing together retailers, brands, and solution providers across grocery, convenience, pharmacy, and wholesale club retail. With **50+ sessions over three days**, the agenda zeroes in on the decisions leaders have to make now: cutting costs, growing market share, expanding margins, delivering stronger shopping experiences, and preparing for what's next.

As we do every year, Incisiv is spotlighting the event where **AI, retail media, and the everyday basket collide**. This preview highlights the themes shaping the agenda, the new formats, and the sessions we think are most worth our followers' time.



— MEETUP & NETWORKING

Where takeaways turn into relationships

Each day of Groceryshop sets aside a dedicated **Meetup block** — pre-scheduled hosted and general meetings built for one-on-one, purpose-driven conversations between retailers, brands, and solution providers. Alongside Meetup, the show layers in **TableTalks** over breakfast and lunch, an **Industry Night** reception for retailer and brand attendees, and the **GroceryFest Beach Party** — giving attendees plenty of room to turn agenda takeaways into real relationships.

 **Meetup blocks**

 **TableTalks over breakfast & lunch**

 **Industry Night reception**

 **GroceryFest Beach Party**

50+

Sessions across the agenda

3

Days at Mandalay Bay, Las Vegas

6

Key themes shaping the 2026 agenda

— KEY TOPICS

Key Topics Shaping the Groceryshop 2026 Agenda

The 2026 agenda centers on six themes running across nearly every time block:

01

AI-Powered Shopping Experiences

AI is upending the shopping journey, powering conversational, personalized, and agentic experiences — plus the GEO/AEO tactics brands need to stay discoverable.

02

Transforming & Optimizing Business Operations

With margins slim and costs rising, how retailers and brands use technology and org design to unlock productivity and better decision-making.

03

Retail Media Opportunities & Challenges

Scaling off-site and in-store retail media, building full-funnel brand campaigns, and tackling measurement and transparency.

04

Unified Commerce & Omnichannel Marketing Strategies

Bridging online and in-store shopping through apps and loyalty, and aligning organizations internally to deliver a unified experience externally.

05

Meeting Consumer Expectations

Responding to shoppers' growing demand for value and convenience — and shifts like GLP-1 adoption — through assortment, NPD, and marketing.

06

Winning & Engaging Customers

Acquisition and engagement strategies across channels as attention spans shrink and loyalty grows harder to earn.

New This Year at Groceryshop

A dedicated **AI-Powered Shopping Series**, a **Unified Commerce Series** benchmarking omnichannel maturity, interactive **Tactical Learning Sessions**, and sessions built around fresh research and case studies — all factors we weighed heavily in the picks ahead.

With five to six themes running in parallel during most time blocks, planning your ideal path through Groceryshop can be overwhelming. Ahead, Incisiv highlights one can't-miss session per time block — plus the plenary keynotes — chosen for their direct relevance to our research on digital commerce and CX benchmarking, connected retail and store technology, retail media, AI and agentic commerce, and personalization.

Tuesday, September 22

22

11:00 – 11:10 AM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Opening Remarks

Kicks off the show and frames the themes organizers see shaping the year ahead.

11:10 AM – 12:10 PM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Main Stage Keynotes

Groceryshop's flagship keynote block — the one session every attendee should build their day around. It typically sets the narrative the rest of the tracks respond to.



Chris Rogers
CEO, Instacart

Tuesday, September 22

22

2:50 PM

ends 3:30 PM

● AI-POWERED SHOPPING EXPERIENCES

AI-Powered Shopping: New Insights on What's Truly Driving Adoption

This is fresh research on why shoppers actually adopt AI shopping tools — not vendor speculation. It's a direct complement to Incisiv's own work tracking AI-powered retail adoption, and a good gut-check for anyone building an AI roadmap based on assumptions rather than data.


Aaron Cheris

Global Retail Practice Head & Sr. Partner —
Bain


Leigh O'Donnell

Head of Shopper & Category Insights —
Kantar


Michelle Evans

Global Lead, Retail & Digital Shopper Insights
— Euromonitor

3:40 PM

ends 4:20 PM

● MEETING CONSUMER EXPECTATIONS

Delivering Value, Speed, and Profitability in Online Grocery

Balancing speed, cost, and margin is the central tension in online grocery, and it's a recurring theme in Incisiv's digital commerce benchmarking. Worth attending for anyone benchmarking their own fulfillment economics against the market.


Guilherme Cardoso

Head of Ecommerce — MC Sonae


Petr Lizner

Head of Strategy & Growth — Rohlik Group

Tuesday, September 22

22

4:30 PM

ends 5:10 PM

● TACTICAL LEARNING
ROOM B

Motivating Associates to Adopt Store Technologies

Store associate adoption of technology is a core pillar of Incisiv's Connected Retail Experience Study, which has repeatedly found associate engagement — not the tech itself — to be the real bottleneck. A practical session for anyone rolling out in-store tools.



Babir Sultan
President & CEO — FavTrip

Wednesday, September 23

23

10:45 – 11:45 AM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Main Stage Keynotes

Day two's keynote block. As with Tuesday, this is the plenary session worth prioritizing over any single track — it's where the show's biggest announcements and research reveals tend to land.



Jostein Solheim
CEO, Unilever Wellbeing — Unilever

Wednesday, September 23

23

9:00 AM

ends 9:40 AM

- TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS

Tapping Data Analytics and AI for Productivity and Profitability

Moderated by Incisiv's own Gaurav Pant, this session digs into how retailers and brands turn data analytics and AI into measurable productivity and margin gains — the operational side of AI where Incisiv's research consistently finds the gap between pilots and P&L impact.


Deepak Jose

VP & Head of Data & Decision Intelligence —
Niagara Bottling

Brian Bell

VP, Strategy & Planning — Church & Dwight


Gaurav Pant

MOD

Co-Founder & Chief Insights Officer — Incisiv

9:50 AM

ends 10:30 AM

- TACTICAL LEARNING ROOM A

GEO Strategies and Tactics: Increasing Brand Visibility on AI Platforms

Generative engine optimization is the newest frontier in digital shelf and discovery research, an area Incisiv has been tracking closely as shopping moves onto AI platforms. Timely for brands wondering how discovery is changing.

Speakers to be announced

Wednesday, September 23

23

2:35 PM

ends 3:15 PM

- TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS

AI Transformation: Establishing the Right Tech, Teams, and Privacy Guardrails

Maturity, governance, and organizational readiness for AI are exactly what Incisiv's Digital Commerce Maturity Assessment is built to measure. A good session for leaders thinking past pilots toward responsible scale.

**Loretta Franks**

SVP, Global Chief Data & Analytics Officer — Mars Snacking

**Peter Strong**

MOD

Partner — The Partnering Group

Thursday, September 24

24

9:30 – 10:40 AM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Main Stage Keynotes

The final keynote block, ahead of the show's closing Key Takeaways session. Worth attending in full before heading into the afternoon's tracks.

Thursday, September 24

24

1:30 PM

ends 2:10 PM

● **WINNING AND
ENGAGING CUSTOMERS**

Earning Loyalty from the Brand-Agnostic Shopper

Shifting loyalty dynamics are a recurring finding in Incisiv's Retail Customer Experience Index. This session digs into why traditional loyalty levers are losing their grip — relevant to any brand rethinking retention strategy.



Ajay Salpekar

GM, Beauty & F&B — TikTok Shop



Kevin Hartley

Co-Founder & CEO — Cambio Roasters

2:20 PM

ends 3:00 PM

● **MARKETING
EXCELLENCE**

New Opportunities for 1:1 Personalization

Personalization across the shopper journey is one of Incisiv's most consistent research pillars. This session looks at where the next wave of 1:1 personalization opportunity actually is, beyond the basics most retailers have already tried.



Sabrina McPherson

SVP — Publicis Sapient

MOD

— WHERE TO SEE AND BE SEEN

The events

Industry Night (Retailer & Brand Attendees Only)

- Tuesday, September 22 · 5:30 – 7:30 PM · Show Floor

An evening reception on the show floor — the natural place to keep day-one conversations going before the show's second day.

TableTalks + Breakfast (Prescheduled, Retailer & Consumer Brand Attendees Only)

- Wednesday, September 23 · 8:00 – 8:50 AM

Small-group breakfast conversations that set the tone before the day's tracks kick off.

— WHERE TO SEE AND BE SEEN

The events

GroceryFest Beach Party

- Wednesday, September 23 · 8:00 – 10:30 PM

The show's signature party — the year's biggest informal networking opportunity, by design.

TableTalks + Lunch (Prescheduled, Retailer & Consumer Brand Attendees Only)

- Thursday, September 24 · 12:20 – 1:15 PM

One last round of small-group conversations before the closing keynotes and Key Takeaways session.

— WHERE TO SEE AND BE SEEN

The events

• DON'T MISS

The Speakeasy @ Groceryshop 2026

- Wednesday, September 23 · 6:00 – 8:00 PM
- Bourbon Steak, Four Seasons, Mandalay Bay

The Speakeasy at Groceryshop 2026 brings grocery retail's leading minds together for an evening of connection at Bourbon Steak — Chef Michael Mina's modern reimagining of the classic American steakhouse — paired with curated food and spirits for meaningful conversation.



See you in **Las Vegas**

That's the Incisiv path through Groceryshop 2026 — the keynotes, the can't-miss sessions, and the rooms where the real conversations happen. If digital commerce, connected retail, retail media, or AI-powered CX is on your roadmap, let's compare notes at the show.

Meet with Incisiv

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