



Led Fueling Data-Driven Culture: *Empowering Decision Makers*

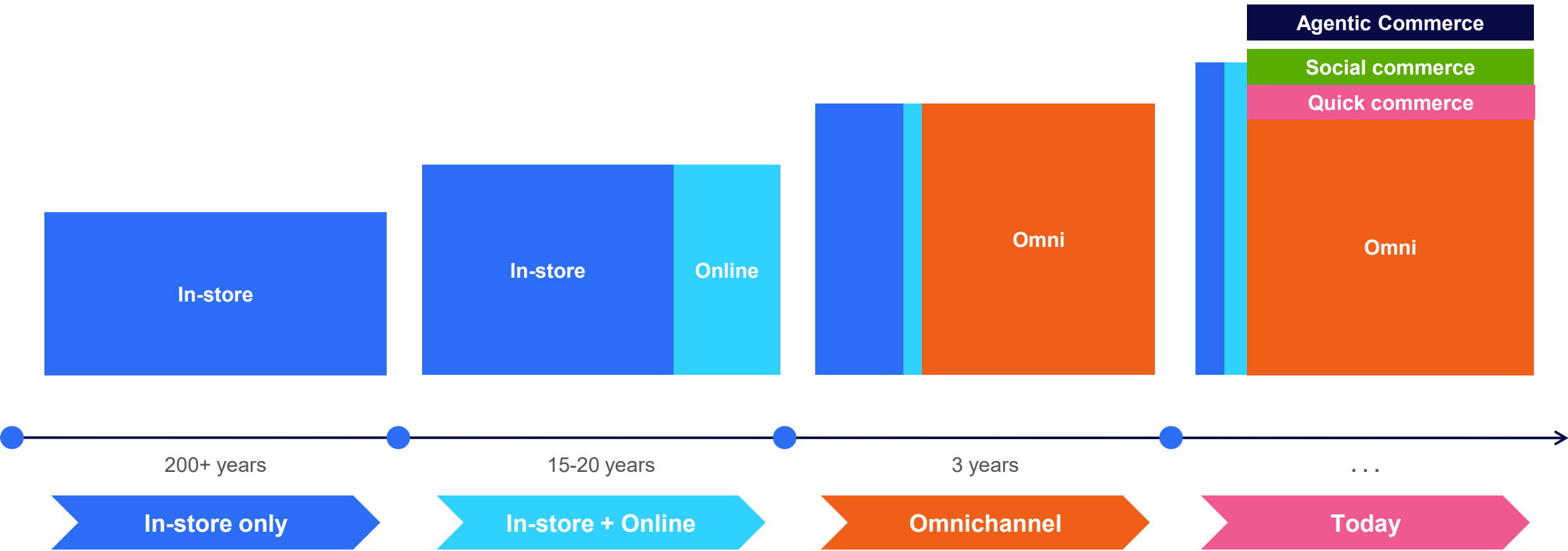
Kate Walker
VP Emerging Brands Development



The omni landscape today

eCommerce, omni, and digital innovation have increased the pace of change in retail

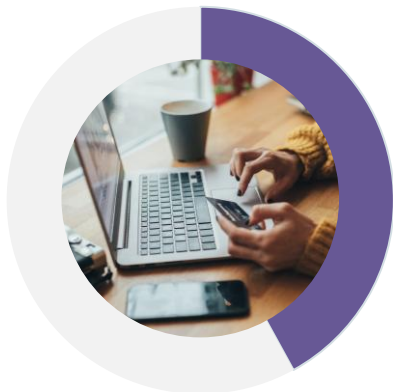
The pace of change is accelerating rapidly



Source: NIQ

Shoppers and workers are experimenting

As of April 2026...



42%

have **used** at least one AI tool to shop within the past month

Top Used AI Tools



19% used *subscribe or auto-replenish* features

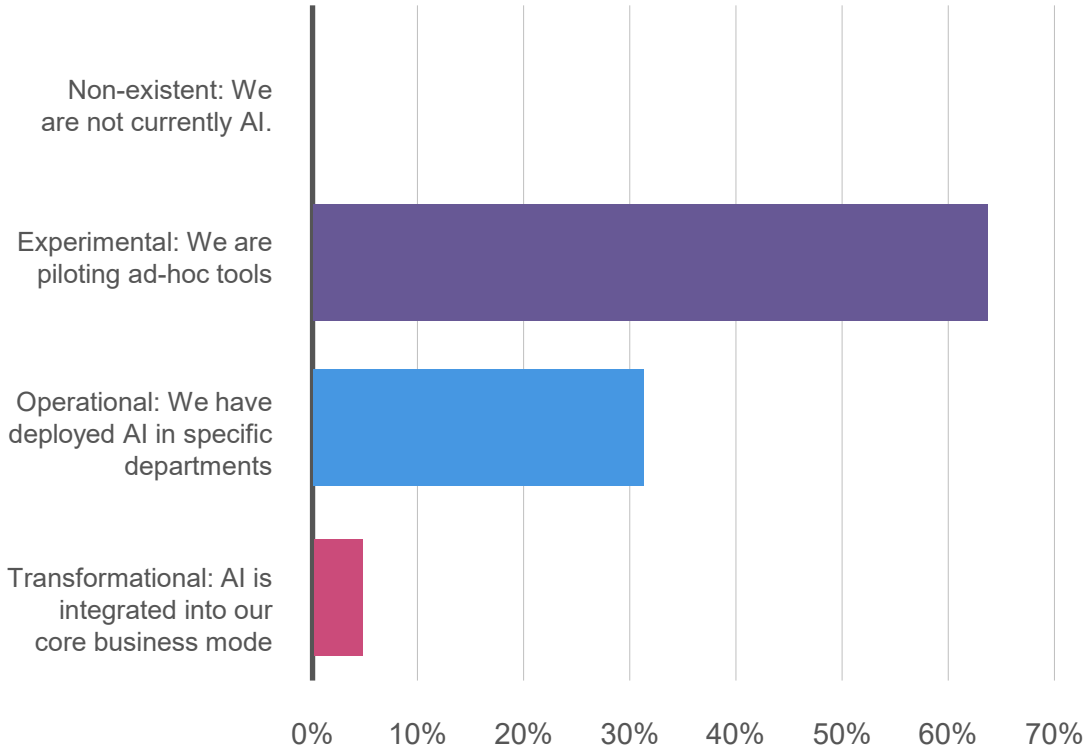


17% used AI-powered *product recommendations*



12% used a *chatbot that guided* them through a purchase

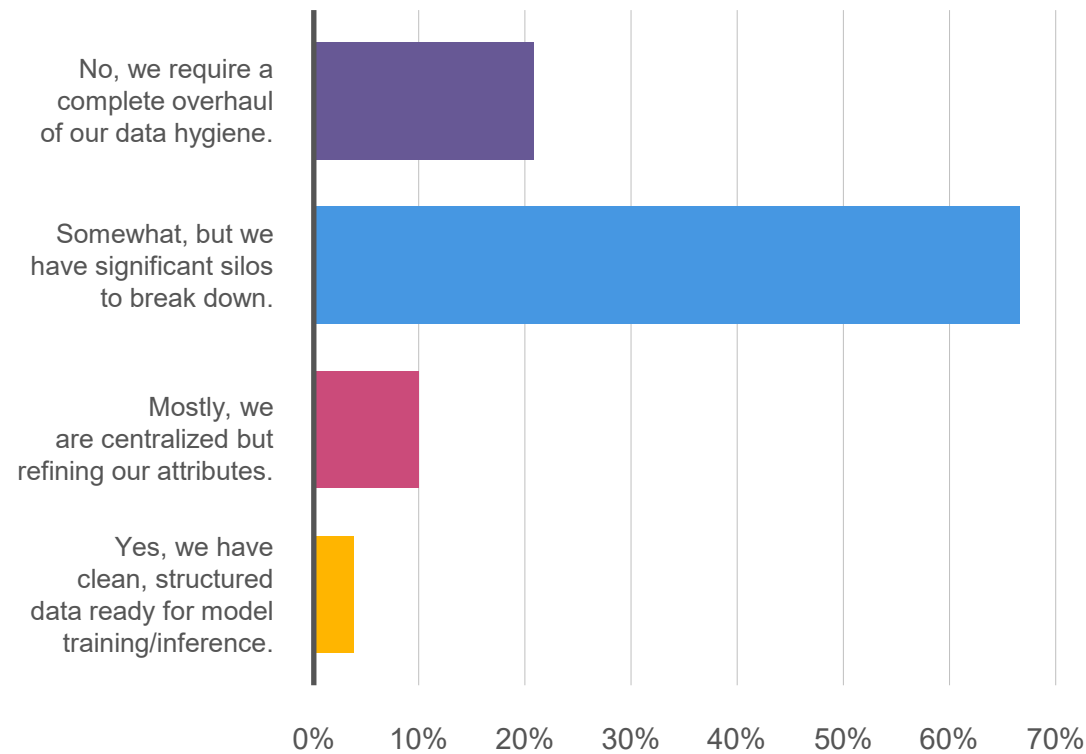
How would you describe your organization's current level AI maturity?



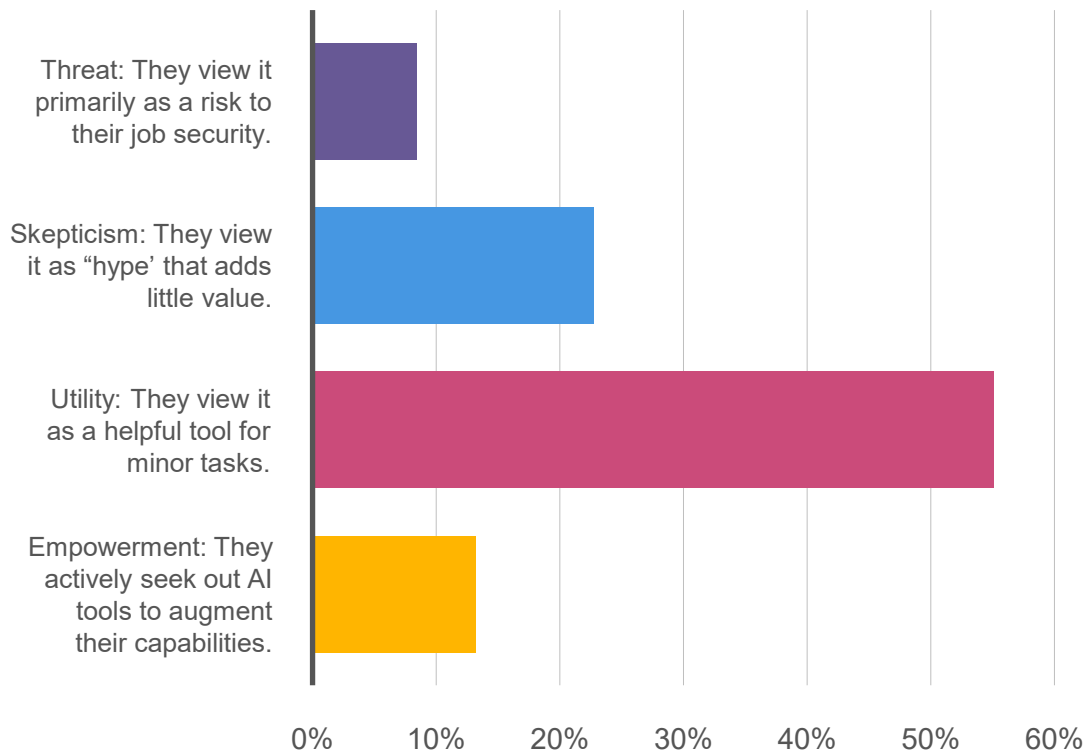
Source: NIQ Consumer Behavior & Insights April 2026 Survey; NIQ and DSI 2026 Report: Shelf Intelligence - Inside AI's Influence on Consumer Choice & Brand Strategies

Within enterprise, organizational siloes create barriers to adoption

Do you believe your organization’s current data infrastructure is “AI-Ready”?



How does your broader workforce perceive the integration of AI tools?



Source: NIQ and DSI 2026 Report: Shelf Intelligence - Inside AI’s Influence on Consumer Choice & Brand Strategies

Industry is placing big bets on small brands...

The Citation Economy: Why AI Rewards Brands with a Distribution Strategy

How AI Is Driving 'Growth Engines' for Small Businesses in 2026

How LLM SEO Is Changing Search Visibility for Modern Brands

Small Businesses Are Harnessing AI to Innovate and Compete

2026: The Year Retail Stops Searching and Starts Thinking

Agentic commerce and A.I.-led discovery are dismantling traditional search and reshaping how consumers find, evaluate and buy products.

Why LLM Advertising Could Change The Search Industry

The New E-Commerce Playbook For 2026: Trust, Profitability And AI

How AI in CPG gets products to market faster

Giants in Distress: How Challenger Brands Are Outsmarting Legacy FMCG

Unified Platforms and Agentic AI Will Define E-Commerce in 2026

Trust In Agentic Commerce: Why Consumers Won't Hand Over The Cart So Easily

Sources: [CO—](#), [Stacker](#), [US Chamber of Commerce](#), [Forbes](#), [Starmind](#), [E-Commerce Times](#), [FROMDEV](#), [Digital Commerce 360](#), [Observer](#), [Forbes](#), [MediaNews4U](#), [Forbes](#)

An Example: Uniting over shared Key Performance Indicators maximizes GTM agility

Success Lever	KPI	Insights	Sales Strategy
Performance	3Y Unit CAGR	<i>Where do we expect to be physically and operationally 1 year from now? 5 years?</i> <i>What are most impactful price sensitivity thresholds, and how does this vary by retail partner and shelf set?</i> <i>What other unmet needs do we have permission to serve with our current and aspirational consumers?</i>	<i>“Here’s where we’ve been and why we’re qualified to expand our partnership.”</i> <i>“Here’s how and where we’re prepared to further invest in mutual success.”</i> <i>“Here’s the unmet need we are uniquely delivering against today for a shared, priority consumer. And here’s how we plan to engage that consumer in the future.”</i>
Velocity Levels	Trended \$/TDP		
Distribution Levels	TDP Tertile Ranking %ACV levels		
Pricing	Price Elasticity		
Promotion Levels	% volume on promo vs. category average		
Consumer	Penetration Growth % Repeat		
Innovation	Innovation Launched		
SKU Incrementality	% of sales from incremental SKUs		

Proven in-market through established frameworks powered by NIQ data

Bain & Company 2026 US Insurgent Brands: Powering the Next Wave of Growth



NEW INSURGENTS



EXISTING INSURGENTS



Criteria

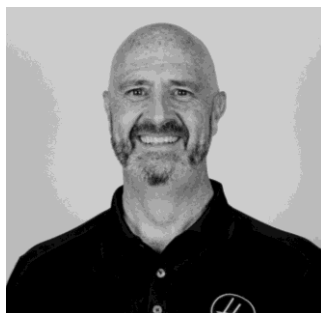
- +\$35M in annual sales in tracked channels*
- >10X category growth

Commonalities

- Velocity build ahead of distribution expansion
- Highly engaged consumer communities
- Core assortment that's incremental

Source: [2026 US Insurgent Brands: Powering the Next Wave of Growth | Bain & Company](#)
Note: Excludes brands acquired >2 years ago by large CPGs, or with negative YoY sales growth in '23-25 or <10% Brand CAGR (in the category);
*Adjusted in 2026 from \$25M to account for inflation

Meet our Panelists!



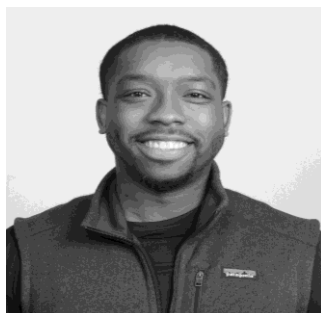
Mark Stamps

The Harvest Group
*SVP Innovation &
Partnerships*



Phil DeConto

Cibo Vita
(Nature's Garden)
VP Sales, Strategy, & Trade



Antonio Abron

Riverside Natural
Foods (MadeGood)
*Insights Center of
Excellence Lead*



Dane Diermeier

Serenity Kids
*Director Sales, Planning
& Insights*

Strategy is the map. Technology is the vehicle. *Culture is the driver.*

Data-Driven

You look at data after the fact and react. Reports describe what happened. Strategy is shaped by the best deck last quarter.

This is reactive and validates decisions that have already been made (or not).

Accurate, timely, and wholly incomplete.

VS.

Data-Led

Your culture is built around curiosity. You ask the question before you know the answer. Data informs every decision at every level — not just the analytics team. The CEO expects it.

This is truly proactive, using the data to lead you in a direction that will deliver sustainable growth.

This is the difference between a strategy and a retrospective.

Be curious at...

The Intelligence Bar

Measurement and content that promote discovery

The Activation Pathway

Guidance for executional excellence, growth pipeline and cultivating loyalty

Platform & Enablement Bar

Roll up your sleeves with us on all things AI

Thank You!

Questions? Contact
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