
Top CPG Consumer Shopper Trends and Predictions

By Russ Dieringer // December 22, 2022 //

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Over the last 3 years, CPG companies have been challenged to pivot and fast-forward innovation when it comes to selling in light of the COVID-19 crisis.

Join Russ Dieringer & his guest Cara Wood as she shares year-over-year data for shifts in consumer mindset and preferences when buying groceries and personal care goods.

Viewers will leave with a deeper understanding of the changes that have outlasted the pandemic and how to implement strategies to thrive in the future.

This session is designed for those inside food, beverage, and personal care brands that care most about changing shopper behaviors. Unlike Stratably's other sessions, you do not need to have a specific focus or understanding of eCommerce to get value out of this session.

Presenter: Cara Wood, Director, Salsify

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 10 minutes of Q&A

Learn more about Salsify

Salsify helps brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's Commerce Experience Management (CommerceXM) platform serves as the system of record for products, facilitates cross-team and cross-organization collaboration at scale, and provides the insights needed to optimize product pages across channels continuously.

[See the Recap & Replay Here](#)
