2024 Pet Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, May 7, 2024

The State of Pet: The Full View of the Omni Pet Channel & Shopper



30 minutes

NielsenIQ provides the Full View of market and consumer insights to the pet industry. Join Grant MacMillan, who will discuss the latest trends across the whole pet industry from both a Retail & Manufacturing perspective.
Grant has been at NielsenIQ for over 5 years and he currently leads the Pet vertical. His team of advisors teaches pet brands how to use category data to achieve their goals.

Grant MacMillan
NielsenIQ