2025 Baby & Infant 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.

Monday, July 14, 2025

NielsenIQ: Health & Beauty Innovation Report



60 minutes

This report highlights how innovation remains a critical driver of growth in the beauty, health, and wellness sectors, especially amid economic uncertainty. Continued investment in innovation, even during challenging times, positions brands for long-term growth and relevance. We have identified five key innovation trends: Viral on Social, Wellness Focused, Trusted Advisor, Personalization & Inclusivity, and Luxury for All. These trends reflect shifting consumer behaviors, such as increased reliance on social media for product discovery, demand for holistic wellness solutions, and a desire for affordable luxury. Brands that embraced these trends—often through influencer partnerships, inclusive product lines, and digital-first strategies—saw significant success.

Katie Hazlett
NielsenIQ

Navigating Market Trends & Consumer Demands in the Baby Category



60 minutes

Today's parents are more informed and selective than ever, shaping the evolving landscape of the baby care market. In this session, Sharon Vinderine, Founder and CEO of Parent Tested Parent Approved (PTPA), will be conducting a fireside chat with Chris Stanton of the Mosaic Group. Sharon will share key insights into the latest trends driving purchasing decisions.

Sharon Vinderine, Founder and CEO of Parent Tested Parent Approved (PTPA), has played a pivotal role in shaping consumer trust and transparency for nearly two decades. The PTPA Seal of Approval is one of the most sought-after endorsements, trusted by millions of consumers when making purchasing decisions. Under Sharon's leadership, PTPA has solidified its position as the leading authority in brand trust, representing products that deliver on their promises and setting the gold standard for authenticity in the marketplace.

Sharon Vinderine, Founder and CEO
Parent Tested Parent Approved

Design It, Build It, Ship It: How the Right Packaging & Supply Chain Tactics Drive Brand Growth



50 minutes

Wednesday, July 16th | 8:00 AM - 8:50 AM

Having beautifully-designed and structurally sound packaging helps get your brand onto retail shelves and into shoppers' baskets, but in order to do that, all of the elements of the supply chain must work together seamlessly. From the brand's designers developing the concept, to the procurement team sourcing the raw materials, to the manufacturers creating and shipping it, communication and transparency is essential at each step along the supply chain to make it all work.

Emily Anne Page, CPG Growth Strategist at START to SOLD, will take you through the steps needed to design powerful packaging concepts that ship on time and on budget. Among the topics she will discuss are:

Visual Packaging Artwork: Design elements that "pop" on the shelf

Structural Packaging Sourcing: Finding the right structural packaging for your products

Supply Chain Management: Ensuring that all of the elements needed flow seamlessly from one point to the next.

This presentation will include case studies of industry disruptors that you previously had never heard of… until they applied these three strategies..

Emily Anne Page, CPG Growth Strategist
START to SOLD