



2026 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.

Monday, October 26, 2026

Run/Walk Club - Meet in Lobby

45 minutes

Join us for a walk or run! Perfect time to get a little movement in before your meetings. All levels welcome. Meet in the hotel lobby.

AI, Algorithms, and TikTok Vets: Who Pet Parents Trust Now

40 minutes



Pet parents aren't starting on Google anymore. They're asking AI, scrolling TikTok vets, and quietly tuning out the reviews they suspect are fake. So who actually closes the sale in 2026? PTPA went straight to its community to find out. Sharon Vinderine shares never-before-released data on where pet parents turn first, who they believe, who they've stopped believing, and a generational split that will reshape how you think about Gen Z. Brands leave knowing where to invest. Retailers leave knowing what to merchandise.

Sharon Vinderine, Founder & CEO
Parent Tested Parent Approved

Tuesday, October 27, 2026

Run/Walk Club - Meet in Lobby

45 minutes

Join us for a walk or run! Perfect time to get a little movement in before your meetings. All levels welcome. Meet in the hotel lobby.

Key Trends Shaping the Future of Pet Care

40 minutes



The pet industry continues to evolve as changing consumer behaviors, premiumization, wellness priorities, and innovation reshape the market. Join this session for a data-driven look at the key trends influencing growth across pet food, treats, supplements, and pet care products. We'll explore how pet parents are spending, emerging opportunities in health and wellness, the rise of humanization, shifts in retail and e-commerce, and the latest innovations driving category expansion. Attendees will gain actionable insights into what is fueling demand today and where the pet market is headed next, helping brands, retailers, and manufacturers identify opportunities for growth in an increasingly dynamic landscape.

Key Topics:

- Pet humanization and premiumization
- Health, wellness, and functional nutrition
- Retail and e-commerce trends
- Emerging consumer and shopper behaviors
- Innovation opportunities and future growth areas
- Market outlook and category performance insights

Presented by Andrea Binder
[linkedin.com/in/andreabinder](https://www.linkedin.com/in/andreabinder)

Andrea has spent 13 years with NielsenIQ, partnering with retailers and manufacturers across diverse channels and categories. Previously, she led NIQ's Retail Pet Vertical, bringing a deep understanding of how consumers shop as spending shifts across an omnichannel landscape, store formats evolve, and product innovation accelerates.

Today, Andrea serves as NIQ's Pet Thought Leader and is a trusted voice at major industry events – including Global Pet Expo, SUPERZOO, and more – where she turns complex data into clear strategies that help pet retailers, manufacturers, and partners thrive. Her expertise reveals the full picture and uncovers opportunities that drive growth.

Andrea Binder, Thought Leader, Pet Care Industry
Nielsen IQ