IRI Thought Leaders to Reveal Key Insights During Three Upcoming Webinars and Events

CHICAGO — April 29, 2022 — IRI®, a global leader in innovative solutions and services for consumer, CPG, retail and media companies, announces new thought leadership for the upcoming weeks in its latest version of Next Week Now, a compilation of insights-rich activities, announcements and events.

Upcoming IRI thought leadership activity includes:

- **Tuesday, May 3 – **What’s Next for CPG Supply, Demand and Inflation?** – As pricing, supply and demand woes continue to plague the industry and consumers grapple with the impact on their wallets, manufacturers and retailers need new strategies to effectively navigate this complex and changing environment. In this webinar, IRI’s Krishnakumar (KK) Davey, Cara Loeyes and Alastair Steel will review the last two years of COVID-19’s impact on CPG and share insights on understanding and managing consumer demand, supply and inflation going forward. Join them at 1 p.m. CT to hear the top demand trends; the impact of supply constraints on variety, assortment and innovation; what to expect with inflation, pricing and elasticity trends through the remainder of this year; and what brands and retailers should focus on through the rest of 2022 and into 2023 for optimal results. Register here.

- **Wednesday, May 11 – **Trends and Innovations: What do Consumers Want from Meat Alternatives? – Slowing category sales in meat alternatives indicate current products may be missing the mark. In the latest Trends & Innovations virtual conference from Food Business News, Chris DuBois, IRI, along with Julia Thompson, Culinex, will identify the reasons meat alternative sales have slowed and offer insights into what consumers may want from future innovation at 2 p.m. ET. Register here.

- **Wednesday, May 11 – Thursday, May 12 – **Animal Agricultural Alliance Stakeholders Summit – This conference, which begins Wednesday at 7 a.m. CT, is attended by decision-makers from farms, ranches, food processors, restaurants, grocery stores, universities, government agencies and more who will discuss strategies to safeguard the future of animal agriculture. IRI’s Chris DuBois will share the latest industry data, top trends and how to prepare for the future. Register here.

ABOUT IRI
IRI is a fast-growing, leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses. With the largest repository of purchase, media, social, causal and loyalty data, all integrated into an on-demand, cloud-based technology platform, IRI is
empowering the personalization revolution, helping to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth.

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