



SHOPTALK
SPRING

POST EVENT REPORT

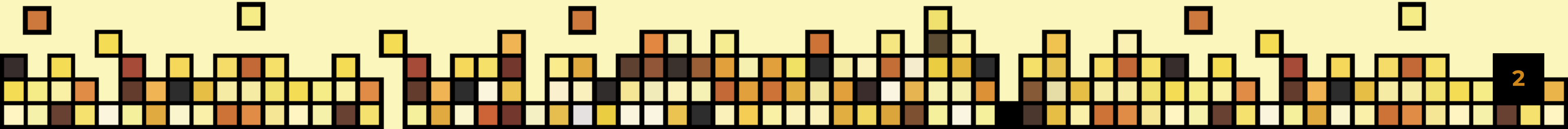
MARCH 25-27, 2025 • Mandalay Bay, Las Vegas





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A LETTER FROM SOPHIE WAWRO

Shoptalk Spring 2025 was our biggest event yet, and easily our most ambitious. Over 10,000 of you joined us in Las Vegas to make connections, challenge your thinking, and explore what the future of retail could look like. The energy was electric from the moment the doors opened.

We built this year's show around a simple belief: that despite the growing complexity and pressure across the industry, retail is entering a new golden age. One where data and AI are unlocking new levels of creativity, loyalty, and relevance. One where the fundamentals - hospitality, value, inspiration and purpose - are back at the center.

Of course, none of that happens on its own. That's why we created a space to step back from the day-to-day, see the big picture, and leave with the tools and partnerships to turn bold ideas into action. And you showed up: curious, collaborative, and ready to lead.

Thank you for being part of it. The momentum is yours now. We can't wait to see what you'll build next.

Sophie Wawro
Global President, Shoptalk



RIGHT THIS WAY FOR AGENDA TAKEAWAYS



THE NEW GOLDEN AGE OF RETAIL

Retail is a fast-paced business. Economic uncertainty and the hyper-competitive attention economy have compounded the need to learn and innovate.

Shoptalk Spring 2025 was our largest (and greatest) event yet. One thing was top of mind for everyone, from speaker to attendee: the future. Retailers and tech providers formed new partnerships, investors (including Daymond John of Shark Tank) scouted startups, and key leaders gave our community a look behind the curtain at people-led, tech-enabled strategies.

SharkNinja CEO Mark Barrocas spoke on brand building, Sweetgreen CEO Jonathan Neman reflected on customer wellbeing, Meta VP of Business AI Clara Shih explained how artificial intelligence is being democratized. Those were just 3 out of 230+ groundbreaking speakers who appeared on our stages this year.





THE FUTURE OF MEDIA AND STORYTELLING

An unmissable focal point at Shoptalk Spring 2025 was the debut of The New Market. There are hundreds of different avenues and thousands of separate touchpoints between consumers and their purchasing decisions. Keeping track of them all can feel impossible, especially when brands have literal seconds between an enthusiastic purchase and disinterest.

The New Market showed attendees what's in store for the future of storytelling and how new techniques can be leveraged. Speakers included the Head of Commerce & Advertising at Perplexity, CMO at Reddit, and VP of Ads at PayPal.

PROVIDING VALUE TO PRICE-SENSITIVE CUSTOMERS

We've heard a lot about tariffs and other risks to global trade this year. After back-to-back years of inflation, disruptive innovations and uncertain recoveries, value and cost of living are top considerations for consumers.

Many of our mainstage speakers (including the CEOs of Gap, Levi's, and Sweetgreen) spoke in-depth about how they maximize value for consumers and validate concerns about rising costs.





BRAND RESILIENCY AND ADAPTATION

No plan survives contact with the customer. A plethora of external factors can force a brand to completely change even the most intricate strategies. Several sessions at Shoptalk Spring 2025 showed attendees how to trailblaze and adapt through customer feedback, the creator economy, and purposeful leadership.

Speakers on our Hospitality Stage specifically highlighted customer loyalty and value-driving tactics from leaders at companies like Wayfair, Hanes, Doordash, and Harry's.

REAL, TANGIBLE AI USE CASES

AI is simultaneously under and overhyped. Groundbreaking, industry-shaping technology is obscured by hallucination risk, vague “tech-bro” jargon, and an overwhelming volume of options (tools, products, models, internal vs external implementation, etc).

Shoptalk Spring 2025 cut through the noise, with leaders from companies like Perplexity and Reddit highlighting ways leaders create, and apply AI in marketing, search, data, and much more.



A SAMPLE OF OUR STAR-STUDDED SPEAKER LINEUP



Kat Cole
President & CEO
AGI



Adeela Hussain Johnson
President
BEIS



Lisa Valentino
President
ADS



Richard Dickson
President & CEO
Gap Inc.



Sean Scott
VP & GM, Consumer
Shopping
Google



Michelle Gass
President & CEO
Levi Strauss & Co.



Clara Shih
VP of Business AI
Meta



Alison Levin
President of Advertising
& Partnerships
NBCUniversal



Kevin O'Leary
Chairman & "Shark
Tank" Shark
O'Leary Ventures

A SAMPLE OF OUR STAR-STUDDED SPEAKER LINEUP



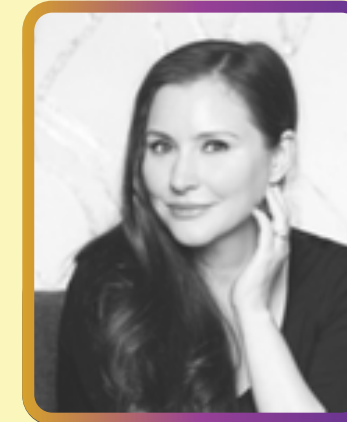
Berta de Pablos-Barbier
CMO
Pandora Jewelry



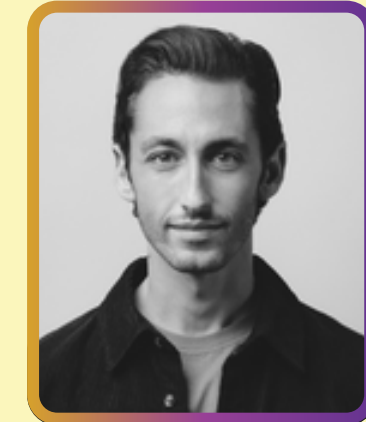
Taz Patel
Head of Commerce &
Advertising
Perplexity



Mark Barrocas
CEO
SharkNinja



Sunday Riley
Founder & CEO
Sunday Riley



Jonathan Neman
Co-Founder & CEO
Sweetgreen



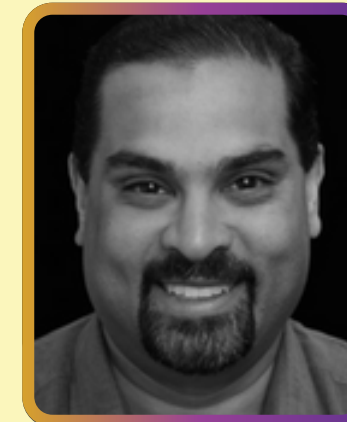
Andrew McLean
CEO
Land's End



Evelyn Webster
CEO
SoulCycle



Leigh Manheim Levine
President, North
America
Coach



Rajiv Mehta
Search and
Conversational Shopping
Amazon



Amy Oelkers
GM of US Commerce, Global
Business Solutions
TikTok



Shoptalk TV, brought to you by Meta, is our instant-access suite of one on one interviews with retail leaders directly from our onsite studio in Las Vegas.

This is your on-demand, front-row seat to the insights from leaders at Meta, Walmart, Skims, and more.



SKIMS



WALMART



SHARKNINJA



ACCENTURE



MIKMAK



META

[WATCH ALL SHOPTALKTV SESSIONS](#)



A LETTER FROM JOE LASZLO

At Shoptalk Spring, we explored the thesis this is the start of Retail's New Golden Age. It's a bold assertion at an economically turbulent moment. But, as we were designing the agenda for the show, we heard from our Advisory Board and the other industry experts that retail is at a tipping point.

Retailers and consumer brands are being empowered by new technologies to create more welcoming, inspiring, personalized experiences for customers. They're getting better at creating and conveying value. And there are more and richer opportunities for marketing –for brands to connect in meaningful, authentic ways with people – than ever before.

Thus the Shoptalk agenda explored the idea that a new golden dawn of retail is coming for those retailers and consumer brands that truly live the old cliché of “putting the customer at the center” of everything they do.

We defined customer centricity as a blending of four qualities:

Retail hospitality
Inspiration
Value
Reason for being

We showcased and celebrated retailers and brands that embody these qualities, and the technology solutions that power them. We also built Shoptalk's Retail Zeitgeist presentation around this theme, exploring some of the ways these qualities manifest. Hope you find it thought-provoking!

Joe Laszlo
VP of Content

DID YOU MISS THE RETAIL ZEITGEIST?

Watch (or rewatch!) it by clicking below





NEED MORE GOLDEN INSIGHTS?

If you want a deeper dive into content themes at Shoptalk, click the buttons to the right for the on-site reports published by our brilliant partners at Coresight Research!

ESSENTIAL GUIDE

DAY 2

DAY 3

**START UP PITCH
RECAP**

WRAP UP

**A SHOPTALK
RESEARCH PARTNER:**



THE DEBUT OF THE NEW MARKET

The way customers discover products is evolving faster than ever. In a world where attention spans are short and purchase decisions happen in seconds, businesses must rethink not just how they capture attention but where. The New Market launched at Shoptalk Spring, exploring this thrilling, ever-shifting landscape—where retail media meets the explosive rise of next-generation discovery channels.

At the show, we distilled key insights from forefront of media innovation: A.I., search, radio, streaming, gamification, immersive worlds, and more. Attendees were shown an open window into the future of branding & advertising from leaders at companies including Paypal, Perplexity, Roku, and TikTok.

WATCH ALL NEW MARKET SESSIONS



NUMBERS THAT MATTER

10,000+
ATTENDEES

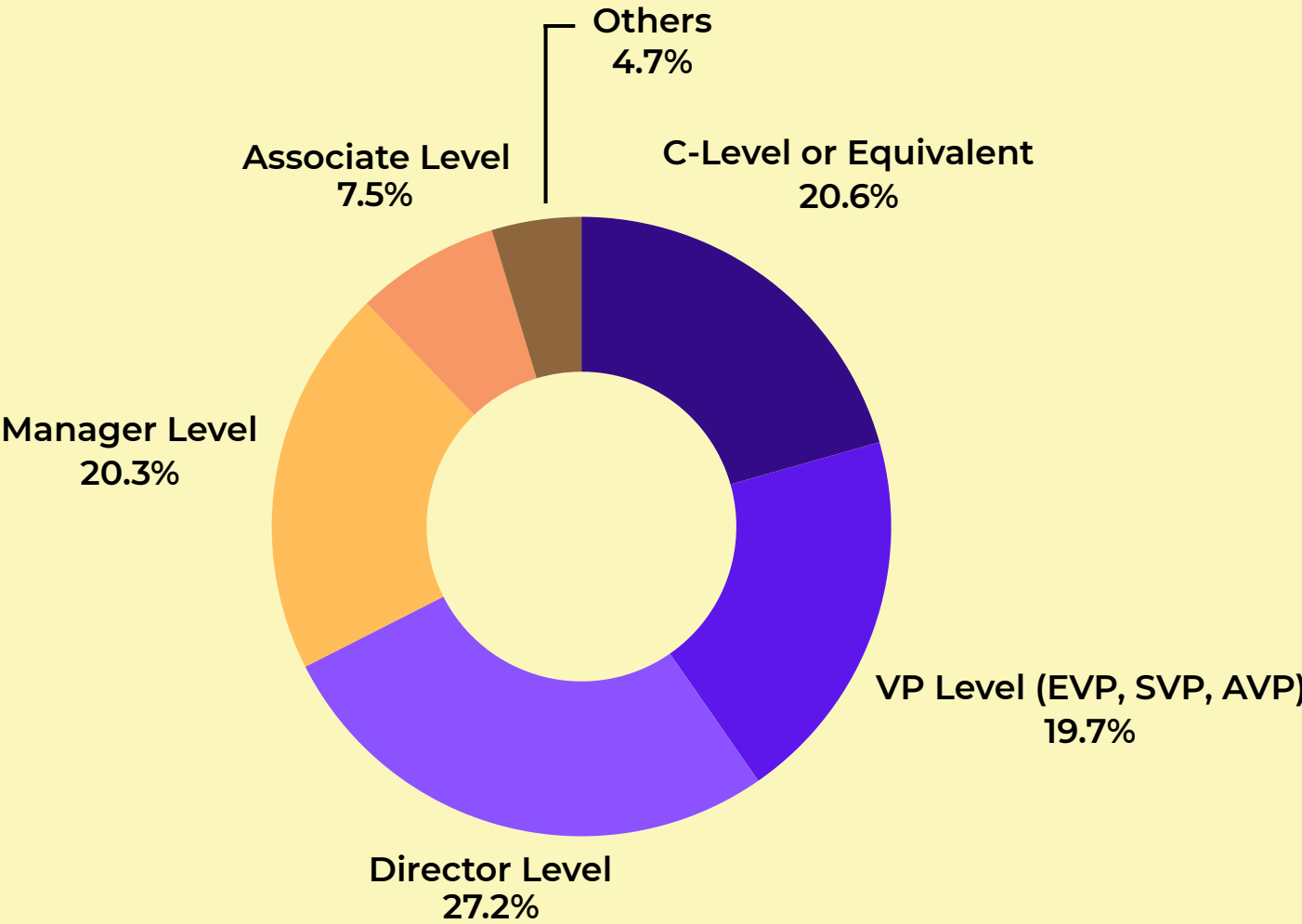
3,000+
RETAILERS OR
BRANDS

1 in 5
C-SUITE

230+
SPEAKERS

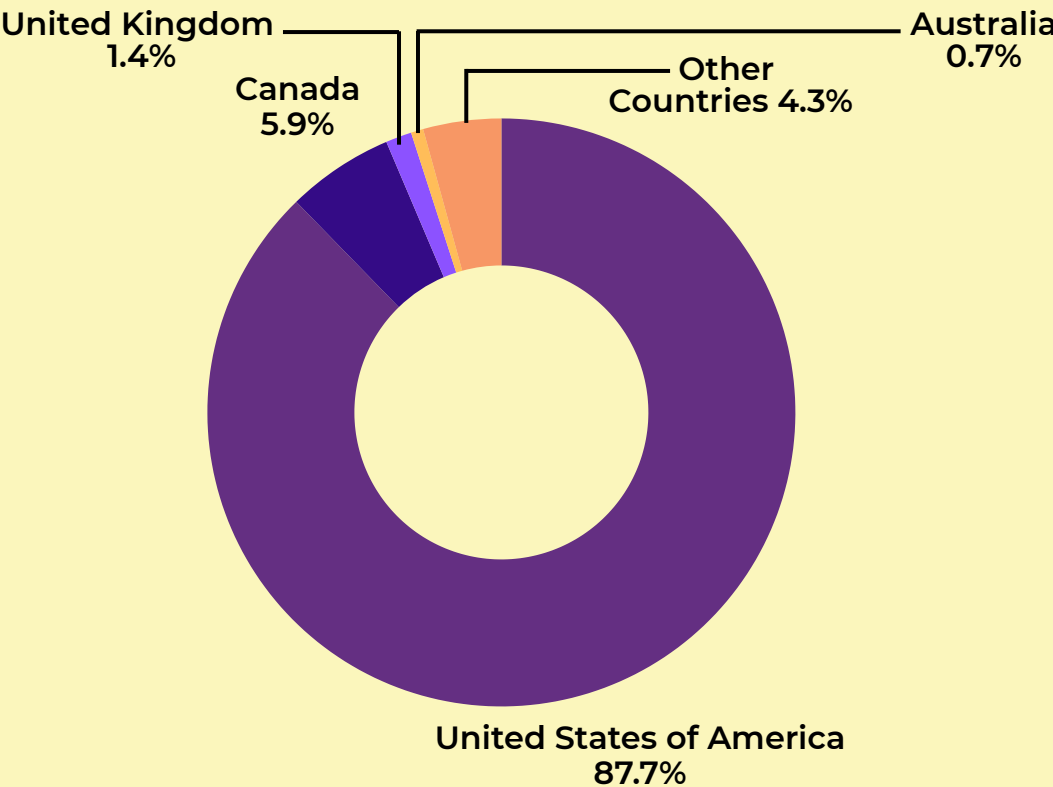
850+
SPONSORS

SENIORITY LEVEL

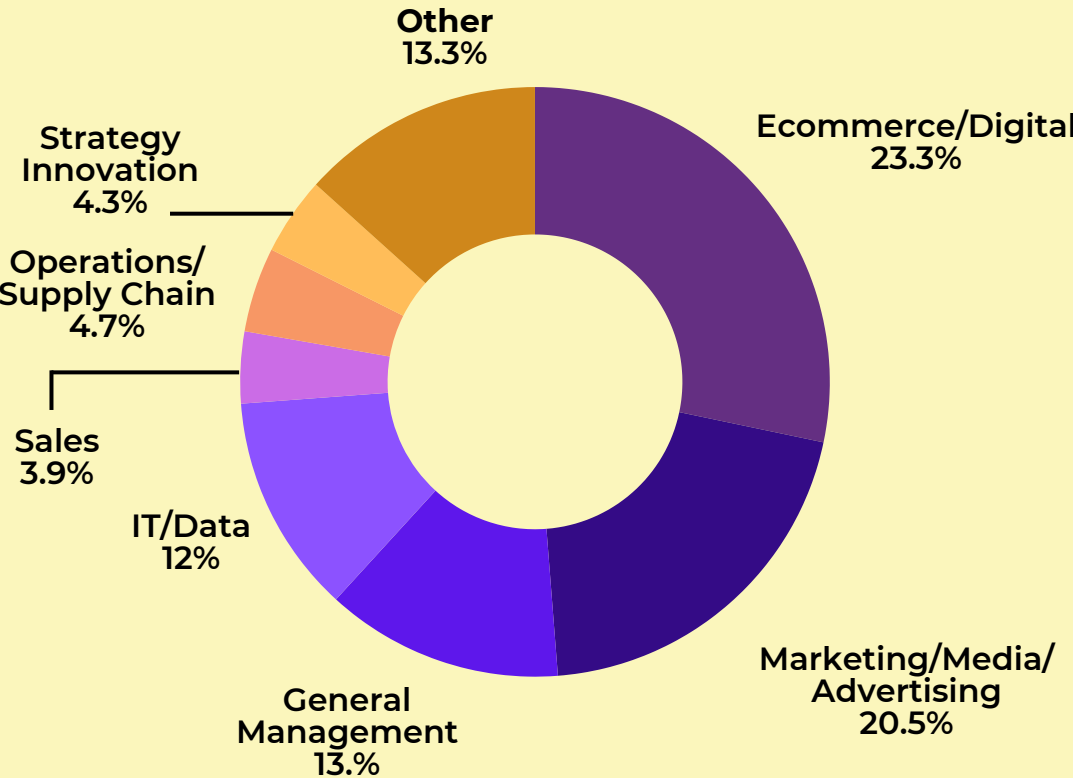


NUMBERS THAT MATTER

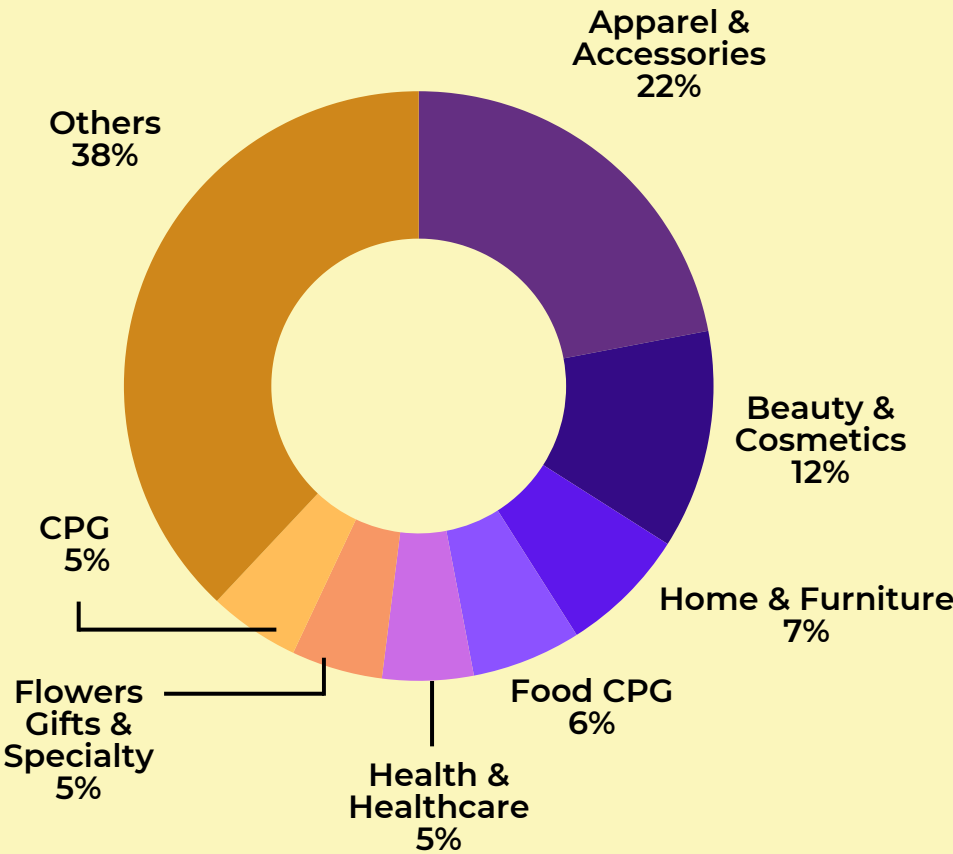
TOP ATTENDING COUNTRIES



TOP RETAILER & CONSUMER BRAND JOB FUNCTIONS



RETAILER & CONSUMER BRAND VERTICALS



ATTENDEE ROI AT SHOPTALK SPRING

86%
RATED THEIR
OVERALL SHOPTALK
EXPERIENCE AS
GOOD OR EXCELLENT

96%
SAID ATTENDING
SHOPTALK WAS
IMPORTANT TO THEIR
COMPANY ROLE

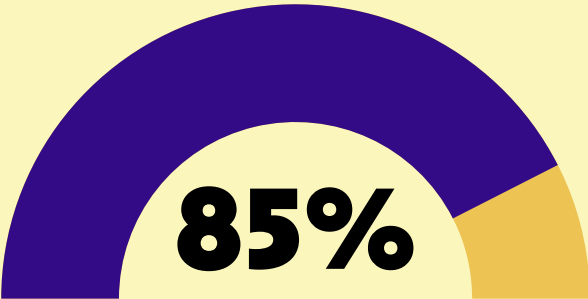




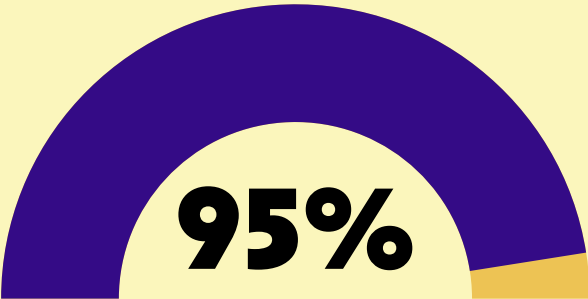
THE POWER OF MEETUP

10,000+
ATTENDEES

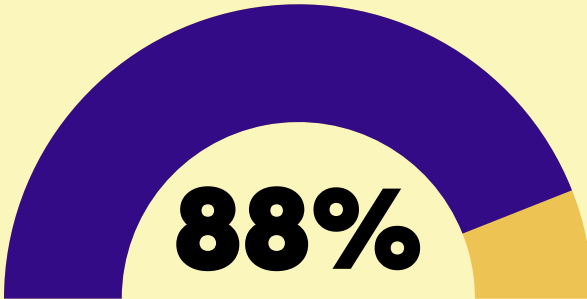
50K+
MEETINGS



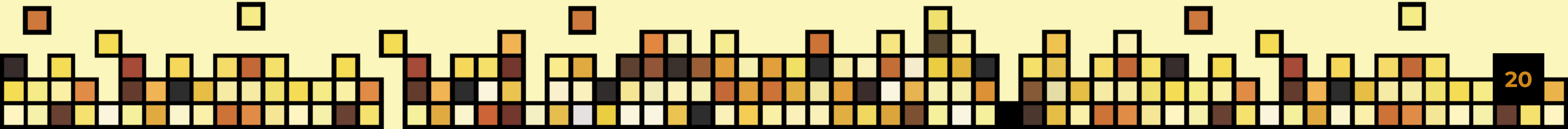
**RATED QUALITY OF
ATTENDEES AS GOOD OR
EXCELLENT**



**WILL HAVE FOLLOW-UP
CONVERSATIONS BOOKED
WITH CONTACTS FROM
MEETUP**



**WILL LIKELY PARTNER WITH
CONTACTS MADE AT
MEETUP**



WHITE AND GOLD PARTY FEAT. LIL JON

With past headliners like Busta Rhymes, Ludacris, and Ja Rule, no event works or parties harder than Shoptalk. Lil Jon gave attendees a very clear answer to the question, “Turn Down for What?!”



A SNAPSHOT OF ATTENDING RETAILERS AND CONSUMER-FACING BRANDS

Abercrombie & Fitch



alo yoga

ANTHROPOLOGIE



CANADA GOOSE

Cartier



DAVID YURMAN



elf



GAP

Glossier.



GOOD AMERICAN



L'ORÉAL



MARS



minted.

NESPRESSO



NORDSTROM

nuuly



SKIMS

SOULCYCLE

Sur la table



Total Wine & More





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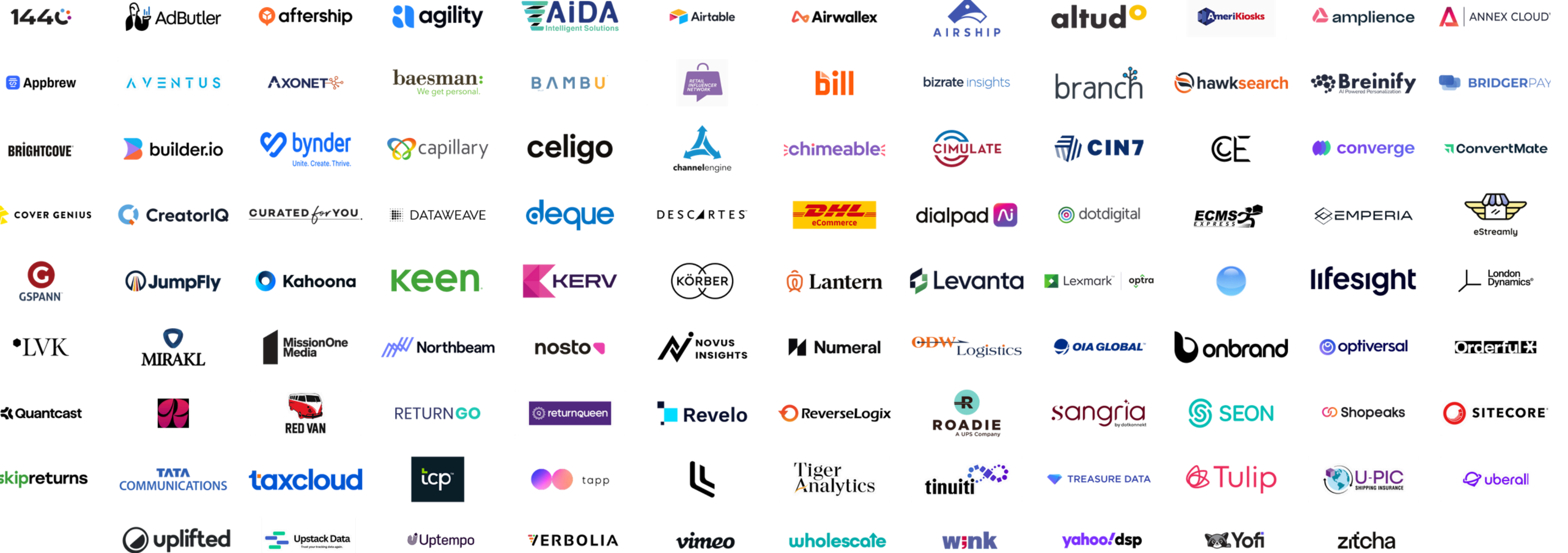




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SHOPTALK

FALL

SEPTEMBER 17-19, 2025 • CHICAGO

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