



FMCG SUMMIT

14th May 2026 |

CONVENE, LONDON

Be where the brand conversation is at FMCG Summit

Global brands, retailers, suppliers and disruptors are preparing to gather at the [FMCG Summit](#) in London next month.

Speakers from Co-op Media Network, Carrefour, Danone, Mars and L’Oreal are among the brand leaders taking part in the event, on May 14 at Convene, London.

Places are strictly limited to 200 at FMCG Summit, part of RetailX Events’ Commerce Media Festival. The event, supported by keynote sponsor Productwind, is where the future of the industry takes shape, says RetailX founder Ian Jindal. “Brands are rethinking how they work with agencies, platforms and retailers,” he says. “The old playbooks are breaking; this summit is about what replaces them.

“FMCG leaders are learning to join the dots between in-store execution, retail media, social and marketplaces. That joined-up view is exactly what we will explore in the room.”

Brand leaders from across Europe will meet in person at FCMG Summit for a day of insights and open discussions on the forces that are transforming the sector. Changing shopper behaviour, sustainability, digital commerce and retail media will be at the heart of on-stage discussions and off-stage networking conversations.

“FMCG brands are moving from arm’s-length media plans to hand-to-hand relationships with shoppers, powered by data from retail media, search and the shelf,” says Jindal. “The FMCG Summit is for people who own the commercial P&L and want media, trade spend and promotion to work together, not in silos.”

Learn from industry leaders

FMCG Summit opens its doors at 08.30 on May 14 for registration before the conference opens at 09.10 and runs until 16.00 – when the event concludes with networking drinks. Highlights of the packed agenda include Julie Chen, CEO of Cheeky Panda on the new rules of FMCG growth and a case study from Eve Kolesova of Henkel before Dean Harris, head of the Co-op Media Network and Steve Smith, chief commercial officer at Savi UK, discuss the key findings of the RetailX FMCG Instore and Ecommerce Report 2026). Shani Higgs, head of sales at Perfected, later shares the playbook for scaling a challenger brand across online and physical media.

Lynsey Sweales of Productwind sets out how brands are using smart in-aisle technology to capture shopper attention at the moment of decision, before Carrefour's Octavio Ponce and Karo Healthcare's Simon Swan investigate the impact of AI on the customer journey. Marketplace strategies for growth and profit is the subject for a discussion featuring L'Oreal ecommerce director Sahiba Sachdeva, Danone's Jack Lawrence and Trojan eCommerce's Jack Tomson. Highlights also include marketing leaders Emma Swycher of Mars, Iona Vaughan of Trip Drinks and Charlotte Mahieu of Church & Dwight on how they win the moment to influence shoppers – without overwhelming them.



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FMCG Summit is part of RetailX Events' Commerce Media Festival. Three events are colocated on the same day, with [Retail MediaX Europe 2026](#) and the [CTV Summit](#) taking place alongside [FMCG Summit](#). Delegate passes give access to all sessions at all three events, giving visitors the choice and opportunity to find the content that answers all their questions.

Mark Pigou, RetailX founder and event organiser, says: "We created the FMCG Summit as a meeting place for the people reshaping how brands reach shoppers, both on shelf and on screen. This is where senior leaders from brands, retailers, agencies and platforms compare notes on what is working now in FMCG, not what worked five years ago.

"The summit has grown because it gives FMCG leaders space to talk openly about media, retail relationships and growth pressures with people who understand the reality. We build the programme around big-stage insights and plenty of chances to meet people in the breaks. The networking is as important as the sessions. On one day, at one venue, you can move between the FMCG Summit, Retail MediaX Europe and the CTV Summit. That is a powerful combination of people and topics - and we expect it will be huge draw."

After the event ends, industry stars will head off to London's highest venue, Horizon 22 - at 22 Bishopsgate - for the [Retail MediaX Awards](#).

Find out more about FMCG Summit 2026

Explore the agenda

Register to attend