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Retail Trends 2026: Online Event with Retail Futurist Kate Ancketill on 27 August 2025

Frankfurt am Main, 06 August 2025. Digital innovations are reshaping retail landscape. In the era of AI assistants, decision-makers need clear guidance. The online event Retail Trends 2026, taking place on 27 August 2025 from 10.00 to 11.00 a.m., provides exactly that.



On 27 August 2025, Kate Ancketill will take the consumer goods industry on a journey through the most exciting developments in the global retail landscape. Image: Messe Frankfurt

Kate Ancketill, CEO and founder of GDR Retail Innovation Consultancy and multiple award-winning trend speaker, will be joining the Digital Academy to talk about the factors that will shape shopping habits, consumption patterns, and the way we connect across the globe. Ancketill will provide new insights into a number of key topics based on retail innovations from Tokyo to Dubai:

- Agentic AI and the Digital Revolution
- Understanding the Dopamine Economy
- Global Retail Innovations
- Social Commerce Strategies

Date: 27 August 2025, 10.00 – 11.00 a.m.

Languages: German / English

Free registration at: <https://consumergoods.digital.messefrankfurt.com>

With the Digital Academy, Messe Frankfurt's consumer goods trade fairs offer online events on a joint platform on topics that move the industry – free of charge, digital and international.

Upcoming trade fair dates:

Nordstil Winter will take place from 10 to 12 January 2026 in Hamburg.

The next editions of the consumer goods fairs will once again take place simultaneously at Frankfurt Fair and Exhibition Centre in February.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 09 February 2026

Note for journalists:

Discover further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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