2026 Household Cleaning, Paper, & Disposable Food Storage 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, May 4, 2026

Store Tours

120 minutes

Monday, May 4th | 2:00 PM - 4:00 PM

Join us to tour local Chicago stores during your trip out to the session! Explore how the category is merchandised during this self-guided experience, with transportation provided to the following stores:

- Marianos
- Jewel-Osco

From Suds to Storage: Inside the Changing Household Essentials Marketplace



45 minutes

Monday, May 4th | 5:15 PM - 6:00 PM

In this session, NIQ's latest insights, combined with key macro-economic indicators, will illuminate the forces reshaping the household essentials landscape. From cleaning products to paper goods and disposable food storage, we'll explore how inflationary pressures, shifting household budgets, and evolving consumer priorities are redefining category performance.

Attendees will gain a view into the most significant changes in purchasing behavior, the emerging trends influencing how household members clean, store, and manage their everyday needs, and the product attributes driving meaningful growth across these categories.

As NIQ's Vice President of Thought Leadership for Home, Family, & Baby, Darren Seifer (pronounced sigh fur) helps organizations decode how consumers care for their homes and family members. Known for blending analytical rigor with compelling storytelling, he transforms complex consumer and cultural signals into clear, actionable insights. Darren leverages his 25+ years of CPG/FMCG research experience to help shape strategy, spark innovation, and elevate understanding of the modern household. He is also a frequent speaker at industry events and has been quoted in numerous media outlets, including The New York Times, The Wall Street Journal, NBC Nightly News, and Bloomberg.

Darren Seifer, VP Thought Leadership - Home, Family & Baby
NielsenIQ

Walmart Meet & Greet - Suppliers Only

30 minutes

Tuesday, May 5th | 7:30 AM - 8:00 AM in Grand Ballroom D

Grab a coffee and meet members of Walmart's laundry and dish care teams. This is an informal opportunity to say hello and introduce yourself.

Supplier Spotlight

60 minutes

During the entire week, we'll feature Supplier Spotlights, a showcase where participating suppliers can spotlight one standout product (shelf-stable products or packaging only) for buyers to check out and vote on their favorites. It's free to participate for suppliers, and a great way to spark conversations and get your brand noticed right from day one. Buyers, be sure to stop by to check out and vote on the featured products throughout the reception!