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**Carman Allison** serves as **VP of Consumer Insights** for Nielsen Canada. He has his finger on the pulse of the FMCG landscape and is relied on by manufacturers and retailers to provide insights they need to make strategic business decisions. With over 28 years of experience, he shares his research on industry trends, consumer shopping and attitudes through thought leadership reports, industry presentations and his two monthly columns in *Canadian Grocer* and *Grocery Business* magazines.