DemandTec Announces Co-Planning Calendar For Retail and CPG at Groceryshop 2026

DemandTec Co-Planning Calendar Offers a Solution to the 30 Year Integrated Business Planning Problem for Retailers and Their CPG Partners



LAS VEGAS, NV, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- DemandTec, the Commercial Trade Intelligence™ (CTI) platform connecting retailers and CPG suppliers, today gave attendees at Groceryshop 2026 a first look at its Co-Planning Calendar: a shared workspace designed to help retail merchandising and category teams align promotional events, supplier funding, and performance targets in support of joint business plans against the same live data, instead of reconciling spreadsheets and email chains, retrospectively.

The fact is, operating models have lagged behind the adoption of newer in-store and AI-driven technologies, and partnerships lacking clear decision rights and shared metrics struggle to turn collaboration into monetized value. Retailers and CPG suppliers have made real progress sharing data with each other. But according to Gartner®, "The challenge is not just accessing data, but also the lack of joint intelligence—specifically, shared decision-making authority and persistent processes to turn insights into action that delivers scalable value."[1]

Co-Planning Calendar is designed to close that gap. A core component of DemandTec's Trade Performance suite within the CTI™ platform, Co-Planning extends DemandTec's bilateral network, connecting the retailer's commercial strategy to the CPG partners who fund 40–60% of promotional events, into a single shared planning surface with a common definitional layer for both sides.

While CTI connects DemandTec's ~7,800 CPG trade partners to that shared model, Co-Planning

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Calendar turns a bilateral data connection into a bilateral planning surface. Because it inherits DemandTec's native link between trade deals and promotional planning, a change either side makes to a joint plan flows immediately into the pricing and promotional decisions built on top of it, closing the loop that, until now, retailers and CPGs have had to close manually, over email, deal by deal.

"Every retailer and CPG we talk to has the data. What they don't have is a shared place to decide and act on it together. Co-Planning, as part of CTI, is our answer to that," said Jack Tirella, CEO of DemandTec. "The Co-Planning layer of our platform is something we've spent 25 years building, connecting pricing, promotions, and trade in one place. CTI is the connected foundation that makes Co-Planning possible."

That closed loop is also the answer to what DemandTec calls the industry's margin leakage problem: promotional calendars built against historical CPG funding rather than confirmed commitments, and trade fund decisions made without visibility into pricing strategy. The Co-Planning Calendar puts both sides' commitments, pricing context, and performance targets into one shared view from the start, so plans are built on confirmed numbers rather than estimates reconciled after the fact.

Co-Planning builds on DemandTec's 25-year foundation in retail pricing and promotion science, including 90%+ demand forecast accuracy and native integration with DemandTec Pricing and Promotions, and on the industry's largest bilateral retailer-CPG network, spanning 120+ retail banners and more than 30,000 daily users. Attendees at Groceryshop can see a live demo at booth 1108, all three days of the conference.

[1] Source: Gartner®, "Joint Intelligence: The Key to Scalable Retail — Consumer Goods Partnerships," Tom Nolan, Ellen Eichhorn, April 30, 2026.

About DemandTec
DemandTec is the Commercial Trade Intelligence™ platform where retailers manage price and trade promotions using shared, real-time intelligence with their 7,800+ CPG partners. By uniting both sides of the trade equation, DemandTec empowers trading partners to co-plan joint business strategies, commit dollars with confidence, and settle every deal, with AI that sees the complete picture because the data lives in one place. Backed by 25+ years of demand science, DemandTec powers Trade Performance and Revenue Optimization for 120+ retail banners and more than 30,000 daily users worldwide. Learn more at demandtec.com.

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