
Ken Hughes



Ken Hughes is Ireland's leading retail shopper and consumer behaviouralist. Over the past 12 years, as the founding Director of Glacier Consulting, he has pioneered developments in shopper behaviour insight, particularly in the fields of ethnography and biometric shopper research.

His expertise in these fields, together with strong knowledge from his consultancy experience in Category Management and Shopper Marketing, results in a strong blue-chip client base across retailers, suppliers and third party agencies in Ireland and internationally.

He is a part-time lecturer in Consumer Behaviour in University College Cork, and a regular invited speaker at national and international industry conferences. His interests extend to neuromarketing and behavioural economics, with particular focus on their application to shopper motivation theory and demand management.

As current retail environments experience significant challenges and change, his focus is on harnessing unique shopper behaviour insight and coupling these with significant advances in technology innovation to drive growth within the retail sector.