

CASE STUDY

Food Manufacturer

Here, There, and Everywhere?

This household CPG manufacturer wanted to learn who their shopper is and how their products are shopped at the shelf.

What

The Data

Time in Store	2.5 Minutes
Time in Category	19 Seconds (13% of Total Time in Store)
Percent Who Shopped the Category	13%
Percent of Category Shoppers Who Shopped the Aisle	64%
Percent of Category Shoppers Who Shopped the Checkout	34%
Percent of Category Shoppers Who Shopped any Outpost Display	5%

Of those who shopped each position, 75% purchased from either the aisle or the checkout and ZERO purchased from the outpost displays.

So What

Shopping this category in this store was pure convenience; it was not the primary mission in the store, nor was it a behavior of many overall customers. Shoppers had set pathways and purchase patterns in this store type and shopped very habitually.

Shop-Along interview responses revealed that more information needed at the shelf and on the package.

What Next

Using endcaps and other off-aisle placement may remind shoppers (who aren't shopping the full store) of a need for the product. For example, cross-merchandise the product nearby fresh produce, a logical place where the product is used in the home.