

# SHOPPER INSIGHTS

Sorensen Associates | **the in-store  
research company**®



## Merchandising Plan for a New HBC Line

Client: Health and Beauty CPG Brand  
Retailer: Mix of chains across five stores

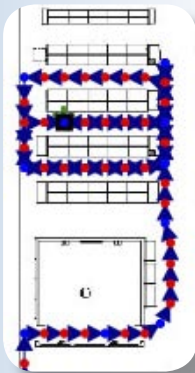
### Issues



A major health and beauty product manufacturer has developed a new product line that will likely be purchased heavily on impulse. The manufacturer contacted Sorensen Associates to help understand the optimum display location for this type of product by addressing the following issues:

- Shopping Patterns: Do shopping patterns differ among different retailers and formats?
- Product Placement: What are the best display locations for the introduction of a new product line?
- Cross Merchandising Opportunities: Which products should be considered for primary and secondary locations?

### Method



Mine the data from past PathTracker® RFID projects to determine:

- Shopper Density (the volume of shopper traffic and the time they spend in various categories and locations throughout the store)
- DoubleConversion™ – Category-by-category percent who stop and shop (1st conversion) and those who make a purchase (2nd conversion)
- BuyTime™ – Shopper buy time for all categories in the store
- Shopper Flow – Aggregate paths of shoppers through the store
- Trip Length – Impact of how long shoppers spend in the store relative to amount of the store they cover and the exposure they have to various categories and areas of the store

### Insights



- Store design drives shopper flow and sales – location of entrance, fixtures, checkout, cold vault, will impact store sales.
- Most grocery shopping trips are quick and do not cover much of the store's real estate. The BuyTime™ for the client's products was particularly long, presenting a challenge for shoppers on short trips.
- Sales data was analyzed in conjunction with PathTracker® and interviews.

### Results

Sorensen's strategy incorporated the longer BuyTime™ for the category with a way to reach the greatest number of shoppers in different store formats. Additionally, the analysis segmented the store into sectors that reflected traffic direction, shopper density, and BuyTime™. Sorensen suggested ideal cross merchandising locations within different formats.