

case study: improving category performance

win sales by stopping category leakage



the challenge

How can a retailer reclaim category sales when leaking buyers to competitor stores?

For this retailer, their Salty category was experiencing sales declines due to lost trips over the previous year. They needed to better identify the key drivers of the decline to then take action.



the solution

The **pepviz™** approach was used to understand the key problem to solve and narrow the focus on a specific data-driven solution that could be leveraged to unlock growth. pepviz's **SKU and space optimization** tool revealed opportunities to address aisle perimeters with a fixture refresh, correcting their Salty space-to-sales dynamic.

Then, a store-by-store analysis of the category utilized a velocity footprint model to develop a **shopper-centric flow** that drove distracted shoppers down the Salty aisle. There they'd see **new assortment and subcategory facings** as recommended by pepviz data, optimizing assortment across the category. By adjusting shelf offerings to match shopper needs, leakage was reversed.



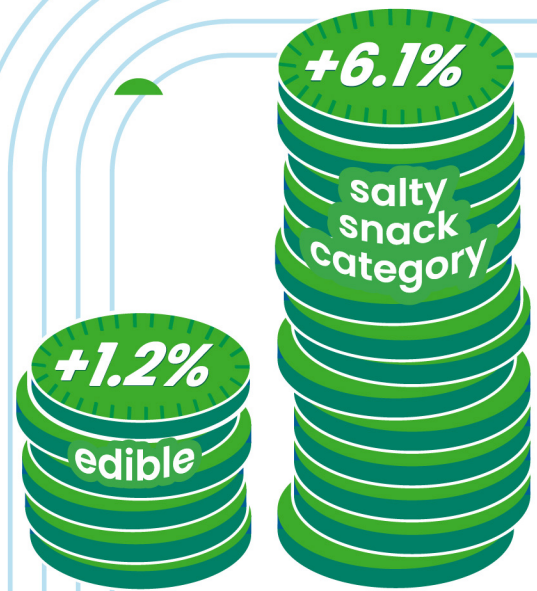
inspiration ahead

the results

A targeted, category-focused application of solutions led to tangible sales increases and positive behavioral trends within Salty.

- Dollar sales YTD—Edible +1.2%, Salty Snack category +6.1%*
- Salty Snack trips per buyer were up 1.7% vs. YA for YTD**
- Salty Snack converted buyers were up 1 pt. vs. YA for YTD*

By applying the pepviz approach to Salty Snacks, this retailer was able to **reclaim lost category sales, increase trips, and convert more buyers.**



“Leveraging the pepviz approach enabled us to evaluate every inch of Salty category space and every SKU through a shopper-centric lens, ultimately unlocking data-driven Salty category growth and driving impulse purchases.”

Jaime Heubach,
Northeast Region Sales VP

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- win new shoppers
- drive trips and loyalty
- inspire impulse
- improve category performance
- boost omnichannel shopping



*Circana, Regional Grocer - RMA - Groc, YTD May 21, 2023

**Circana Panel Data - YTD ending May 21, 2023