

cpo research

want to know what gets shoppers' attention in the aisle? so did we.

What works; what doesn't. WD Partners wants to determine, once and for all, which in-aisle components attract shoppers and which repel them.

Why care? Grocers demand innovation from CPG companies, even as they exert more control over center store. Private-label competition is a growing threat. How do CPGs differentiate when the grocer is demanding category, rather than product solutions?

Understanding shoppers' perceptions and behaviors in the store will guide in-aisle strategies in the future.

Preliminary findings

- Shoppers express clear and consistent likes and dislikes with regard to the “aisle disruptions”
- Shoppers want an “easy,” uncluttered shopping experience, but are open to surprises

- Shoppers are sensitive to the execution of in-aisle marketing, favoring options that appear built-in
- Shoppers clearly favor symmetrical in-aisle installations
- Shoppers found “shop-like” installations most intriguing and compelling
- Shoppers believe special merchandising sets house premium or promotional items. This can be positive or negative, depending on the kind of shopper.
- Shoppers—especially Millennials—find shopping the store perimeter to be more enjoyable, and believe center store is unhealthy, unapproachable and intimidating

Want to know more?

WD's analysis will be complete in early May. We'd love to set up a time to discuss our findings, as well as how they might affect your store programs. Call us at 614.634.7000.

Research Methodology

Quantitative: completed an online survey of national sample of 1,500

Qualitative: a series of focus groups conducted by generation (Millennials, Gen X, Boomers) to help us better understand the reasons behind what we uncovered in the quantitative research

For additional information on this research, or how consumer research can help your company innovate, contact WD Partners at 614.634.7000.

WD Partners helps CPG and retail brands innovate through the entire shopping cycle. Our Consumer Insights group utilizes a range of strategic assessment tools, including qualitative and quantitative methodologies, to inform and guide innovations for CPG companies, multi-unit retailers, restaurants, and grocery stores.

Unlike consultants that provide pure research or pure design, WD can capture and accurately translate marketing intelligence into compelling, brand-right, and buildable concepts.

We understand the urgency of getting to the market fast. Our rapid prototyping capabilities can quickly make our concepts real, so that the innovations can be tested and refined with real shoppers' input.