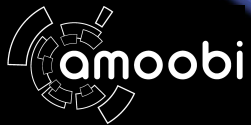




10 universal rules about shopper behavior in-store

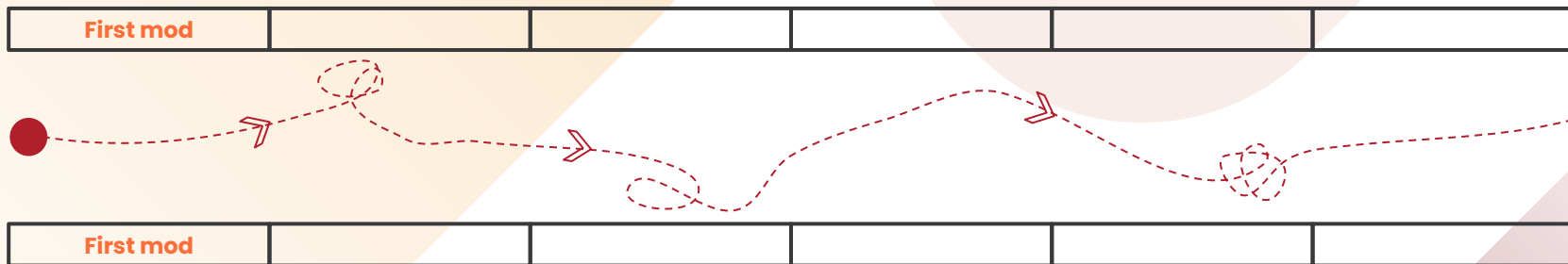
**derived from our experience
monitoring stores all across the world**



1.



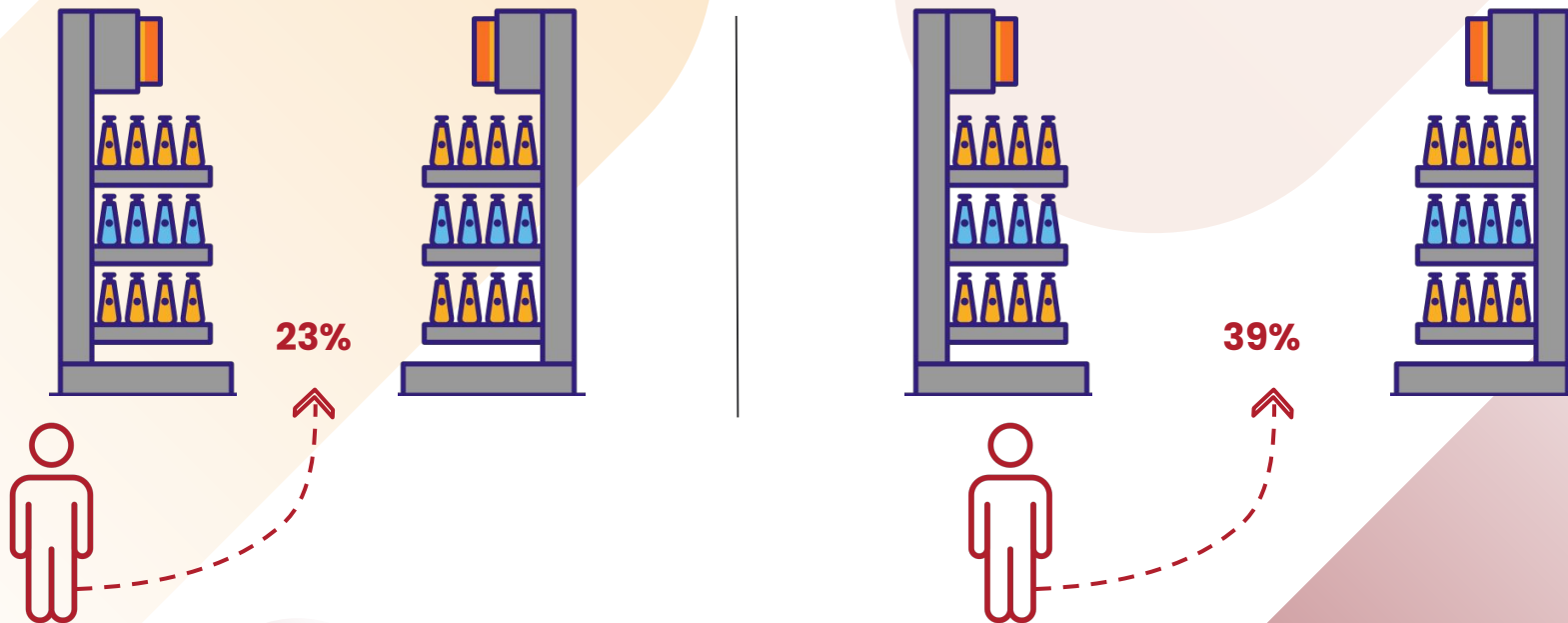
First Mod is often undervisited & with a Lower stopping rate



It suggests that the first mod should not be a discovery product but a highly destination one. It can serve as a signpost of the aisle/category but the downside will be a lower engagement.

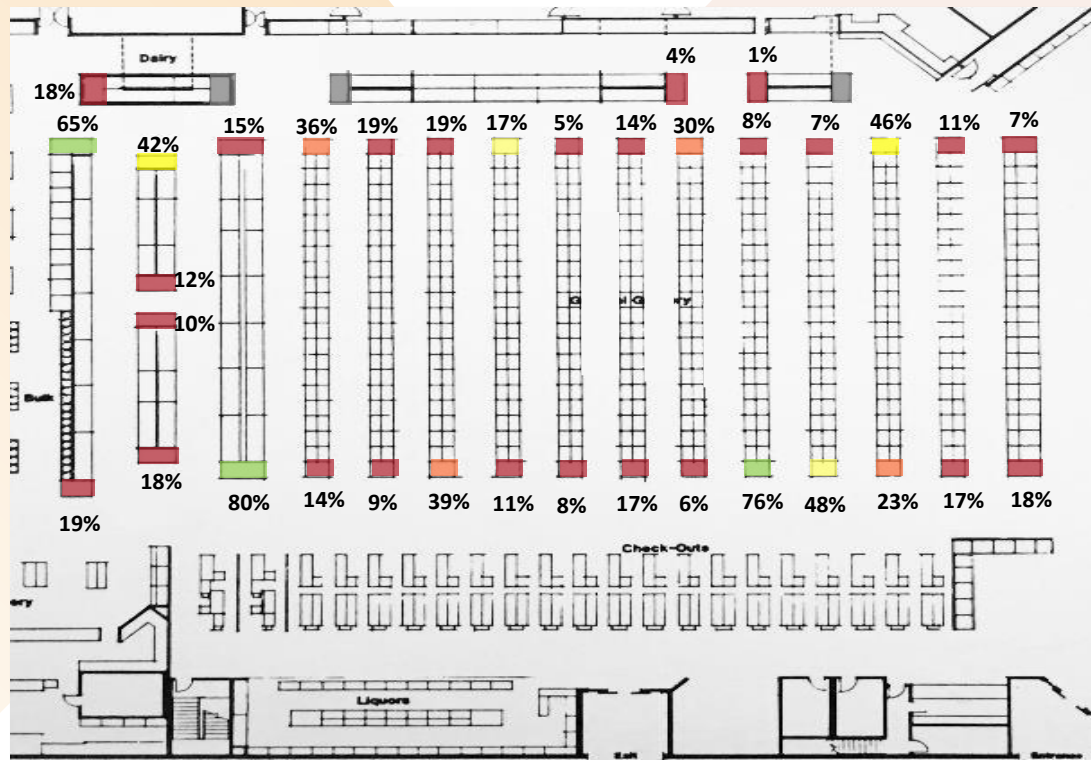
2.

The narrower a pathway, the less likely shoppers will be to take it. When given a choice, shoppers will in majority select the path with the larger space (wider path).



You can therefore influence where shoppers will go simply by looking at space and how wide the pathways are.

3.



The vast majority of endcap tend to have a very low stopping rate (<20%), few shoppers actually stop in front of an endcap showing it's hard to engage and that less but better endcaps is often the right choice.

4.

Time spent in-store is inelastic = it's very hard to increase time spent in-store.
Conversion is therefore the real battle. Average time spent in :

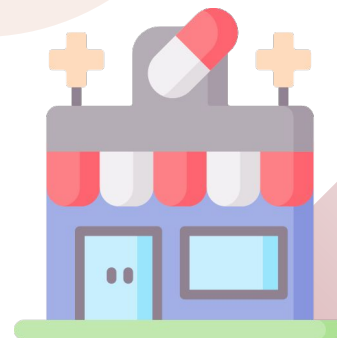
grocery store : Just under 20min (not a lot more in supercenter)



non food store (home improvement, electronics) : between 20 to 25min.



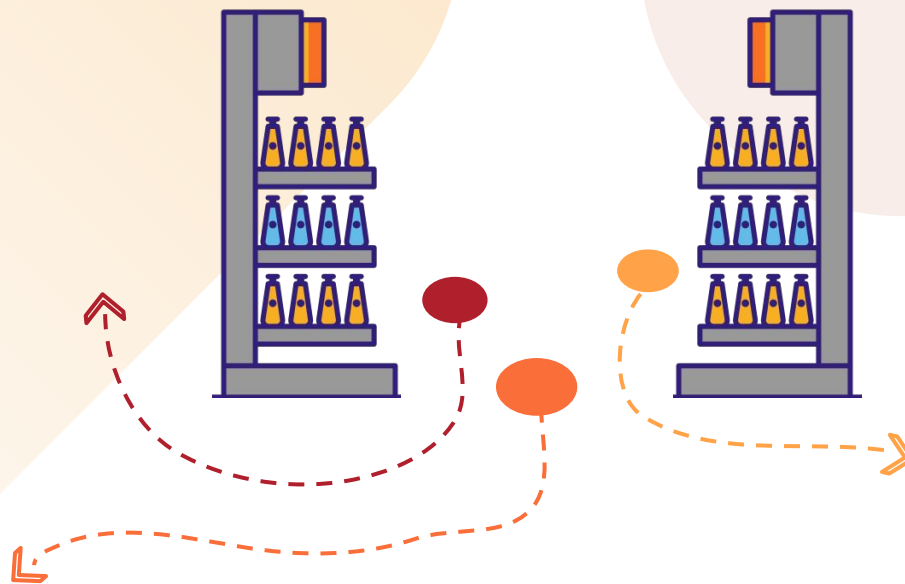
convenience/drug store : < 10min



This data tends to go down → shoppers tend to be more efficient than in the past.

5.

Conversion in non food categories is low typically 10-30%. To put it differently, between 90%-70% of shoppers physically present in those aisles are not buying.



It's a huge opportunity to review the space and test new ways to engage.

6.

Attention span is low !



Average time spent



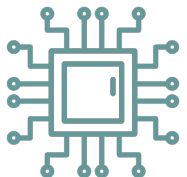
FMCG



17-25sec



Average time spent



complex products or non food

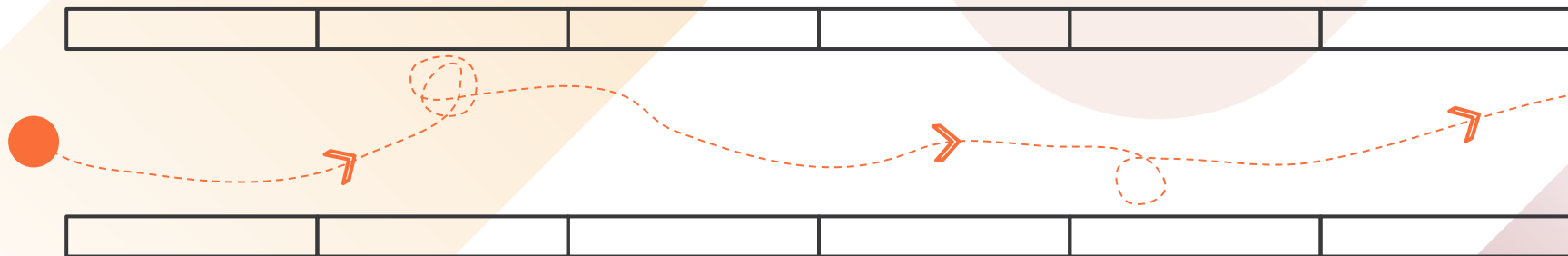


30-50sec

Time yourself, 25sec is not a lot to decide.

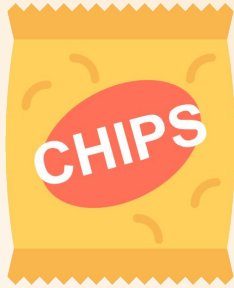
7.

Shoppers are always more targeted than we think. They will very often stop in front of only 1-3 mods and not more (in a category/department).



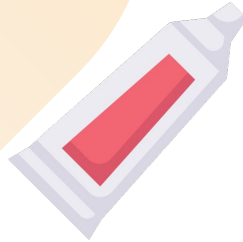
This leads to limited opportunities to convert and is an incentive to think about adjacencies of the main destinations.

8.

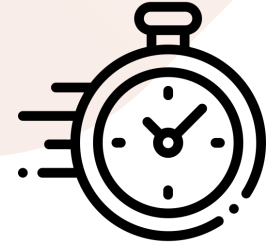


highly impulsive
product

or



regular
purchases

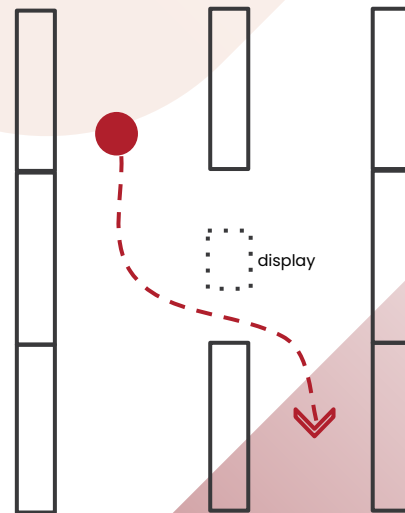
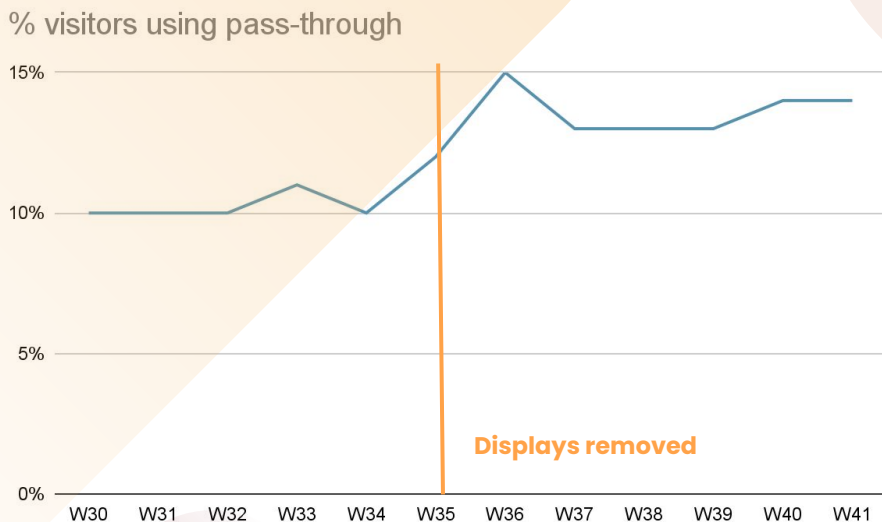


It will take less than
5 sec to buy

It's a very fast decision and it's therefore very hard to influence.

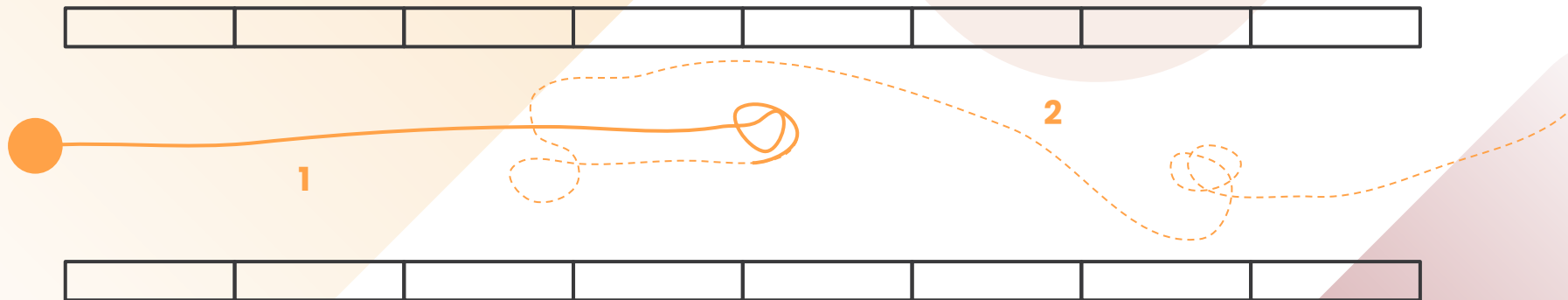
9.

Pass through inside departments (between 2 aisles) are used by few visitors between 10–15%. This % will directly increase or decrease as you increase/decrease the width of that passthrough.



10.

For big categories (more than 8 meters) visitors have a tendency to go in the middle of the category before going in the mod they want.



This means that you need to think strategically about what's in the middle (does it have a high potential to convert) and what's co-located (can we add one product to the basket).



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