

A Hero Category? What's the role of your category?

Spotlight on Walmart

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Our data delivers strategic insights into a category's role within a retailer's overall business.

Our model offers four distinct quadrants as a framework to prioritize category growth levers.

Highly unique and differentiated



Based on where categories fall, there are unique strategies and tactics that we recommend to optimize a retailer's category and prioritize their investments

PROFIT GENERATOR

"Inspire me with something new and different"

- Lead on Impulse
- Invest in displays and theatre
- Rotate assortment and invest in innovation
- Trade up through premium
- Focus on multibuy
- Highlight customer reviews
- Prioritize product demo/sampling



HERO CATEGORIES

"Give me a reason to choose this store"

- Lead on innovation
- Simple and easy to shop
- Focus on limiting out of stocks
- Use theatre to create a destination
- Promote pre-trip
- Opportunity/threat in store brands



DRIVE THE BASKET

"Give me an irresistible deal on those little extras"

- Lead on impulse
- Invest in price to "Wow" the shopper
- Invest in display to tempt via occasion/need state
- Volume trade up (e.g., larger packs, volume through price)



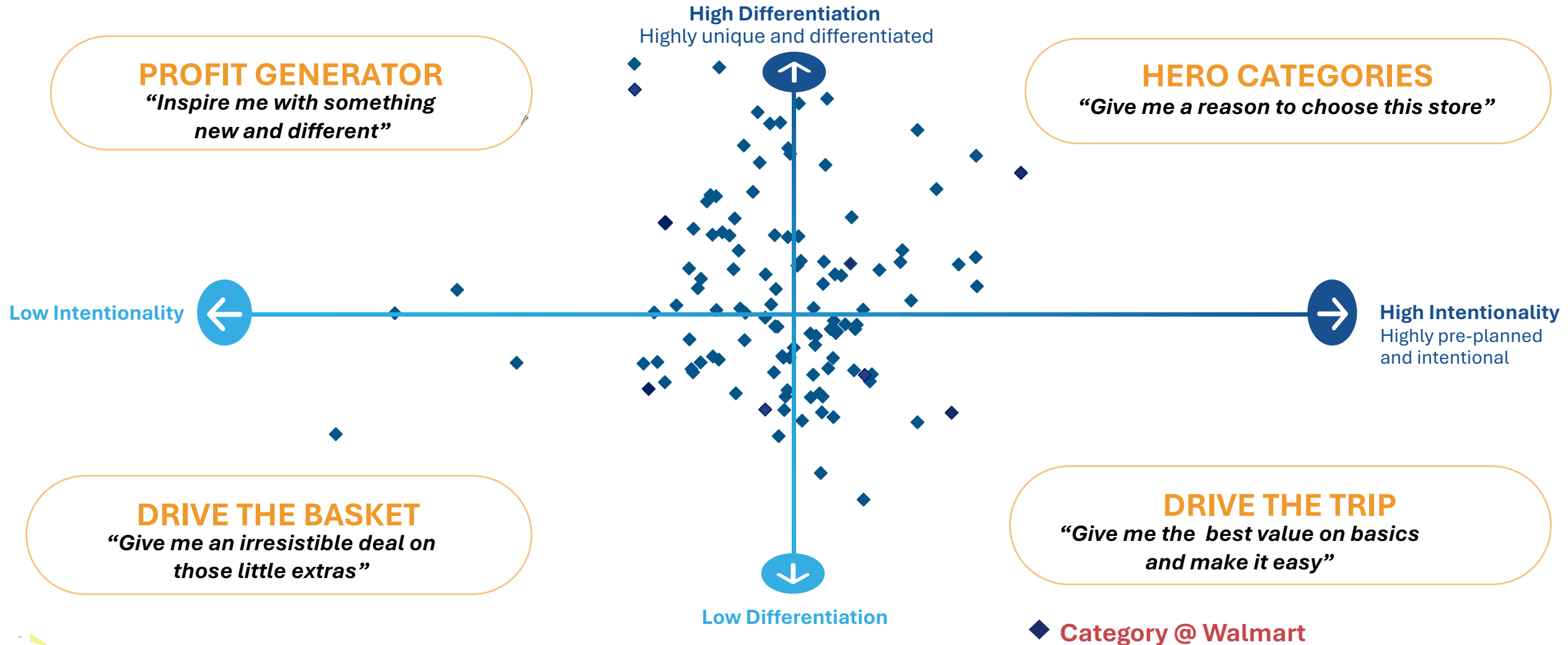
DRIVE THE TRIP

"Give me the best value on basics & make it easy"

- Prioritize pre-trip promotions and media
- Lead on availability
- Lead on value (get the basics right)
- Clearly communicate value proposition
- Easy to find and shop



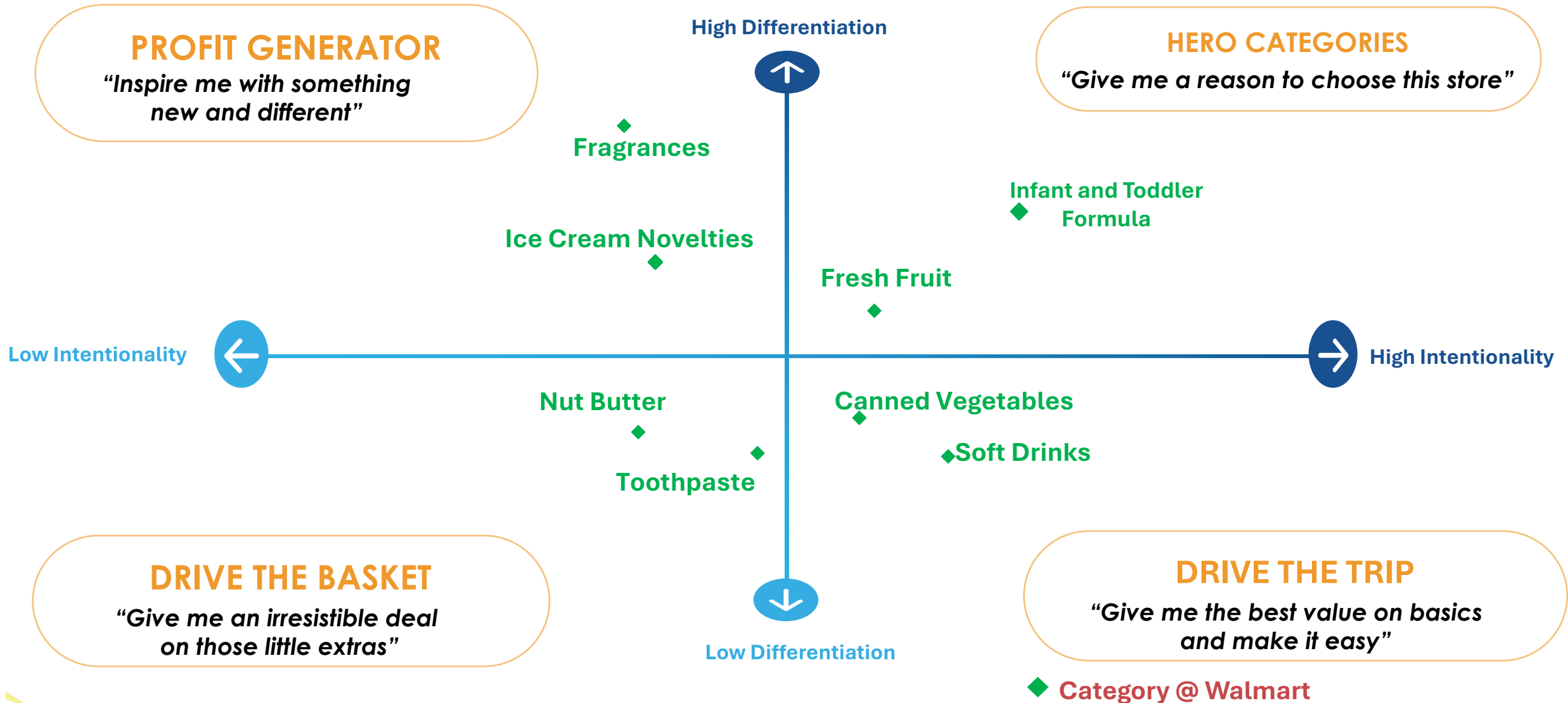
Categories are mapped based on shopper intentions and a retailer's ability to differentiate itself. This is an example of where categories land at Walmart



Source: Shopper Intelligence survey; year to end of Q1 2024; All Categories, All Retailers sample = 143,264 Shoppers; Walmart sample = 25604 Shoppers (who have shopped in the last 7 days)

Benchmark:
Total Walmart (All Categories)

For Walmart, here's an example of two categories for each quadrant



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Benchmark:
Total Walmart (All Categories)



Methodology: How we calculate Differentiation and Intentionality

Intentionality (x Axis):

Measures how planned or intentional a purchase is within a category and the % of shoppers who:

1. ...Plan their category purchase pre-trip:
Indicates how many customers plan to buy these products before visiting a store or website.
2. ..state “Main reason I go shopping”:
Reflects if these products are a primary motivation for visiting a store.
3. .. agree that “Promotions encourage shopping”:
Shows if category promotional activities sharply drives traffic to a retailer.

Differentiation (y Axis):

Measures the uniqueness of a category's products by considering the % of shoppers who:

1. ..are Willing to pay more: Indicates how many customers are ready to spend extra for better quality/something different.
2. ..are willing to browse: Reflects if customers are willing to explore different options within this category.
3. .. display high retailer loyalty: Shows if these products contribute to strong customer loyalty.

Let's talk about how Shopper Intelligence can help you make better and faster category management decisions.



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Shopper Intelligence provides retailers and suppliers with unique insights to make category decisions and plans that drive sales, loyalty and a competitive edge.

Our platform, powered by the largest global shopper survey, unlocks "the why" behind every purchase; going far behind "the what" of traditional POS, loyalty and scan data sources.

**Book a discovery call:
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