



**Switch**



**Walk Away**



Our Monthly Metrics aims to help enhance your **Category Management teams'** understanding of shopper metrics and help them to draw meaningful implications for your category and customer strategy.

What **will your shoppers do if they cannot find what they are looking for?**

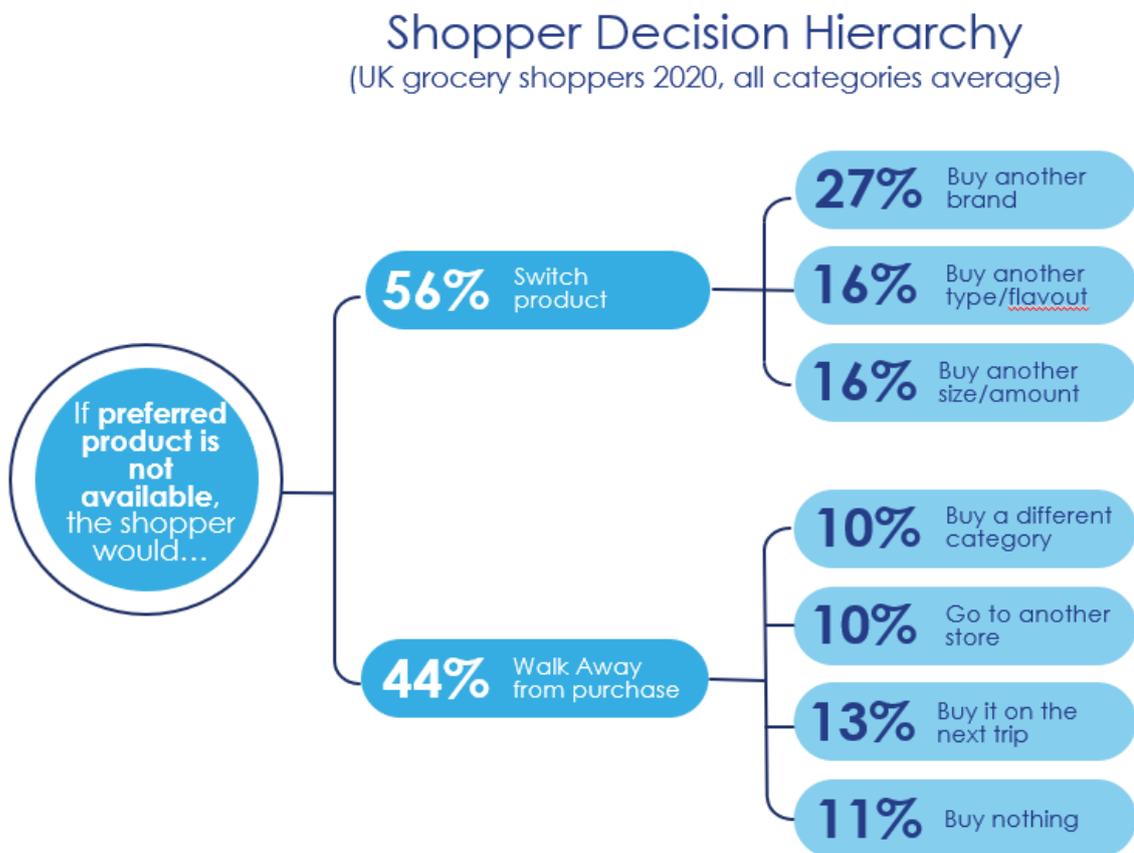
- Will they **Switch** to something else? If so, you need to understand what other choices they will make
- Or will they simply **walk away** and buy nothing on this trip? In which case you need to understand if, where and when they are most likely to make the purchase

Understanding the **decisions your shoppers make instore** is key to mapping the implications of being out of stock and ensuring you have the appropriate range and selection on offer to have the best chances of converting the sale. It will also put you in a strong position with your retailer when defending

the range you are proposing, helping them understand **what it means for them** if they do not pay close attention to ensuring your product in stock, and easy to find.

### How does this work in practice?

For the average category, **56% of Shoppers will switch to another product**, either buying another brand (27%), another type or flavour (16%) or another size or amount (13%).

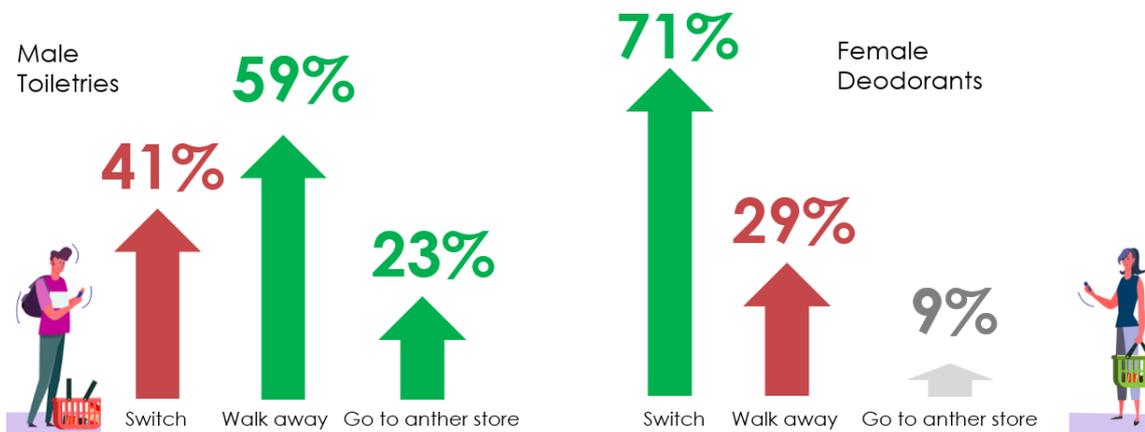


That leaves **44% of Shoppers who will walk away**, 10% will buy something from another category (good for the retailer, but not necessarily for the brand), 13% say they will buy on their next trip, and the rest are for sure lost sales!

Of course, this is just the average category and there are big differences when we dig deeper.

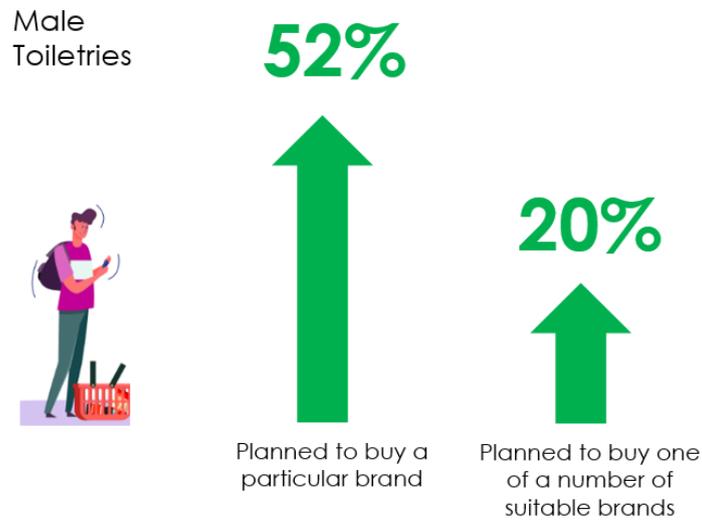
For example, Men are particularly picky when it comes to finding the right toiletries, **59% of them walking away**, with 23% heading off to another store. Female deodorant shoppers are more likely to switch, with **71% opting for another type, brand, or size**.

### Shopper decision when faced with Out of Stock



It's therefore equally important to consider what shoppers are planning to buy: the better we can understand what shoppers are planning to buy, the more we can do to ensure its available, they find it, and we convert the sale.

## Shopper Brand Planning



Male Toiletries shoppers plan to buy one or a number of brands, so getting the right brand repertoire is key to converting the sale.

As a next step we may wish to look at shopper's willingness to try private label or what's most important to shoppers of the category – both metrics we look at through our Shopper Intelligence annual shopper survey.

### What's critical for Retailers?

Ultimately, what retailers care most about is a lost sale, so shoppers who say they would have bought nothing, or worse still gone to another store are the critical scenarios they really want to avoid. Here are the top 5 of each:

## Top 5 Categories

### Bought Nothing

Exotic Fruit



Stone Fruit



Snacking Nuts



In-store  
Patisserie



Fresh Herbs



### Gone to Another Store

Baby Milk



Root Veg



Fresh Herbs



Speciality  
Veg



Cucumbers &  
Peppers



As we always say, these are just a few metrics from our toolkit that can help **drive more shopper centric category management** and **elevate discussions with your buyer**. Of course, there's lots more we'd suggest you explore from our data set to build this story further!

For other topics, download our previous Monthly Metrics issues from our website:

- Monthly Metrics 1: [Traffic Drivers and Spend Drivers](#)
- Monthly Metrics 2: [Shopping Mode \(Grab 'N' Go or Browse\)](#)
- Monthly Metrics 3: [Shopping Mission](#)
- Monthly Metrics 4: [Planned versus Unplanned](#)