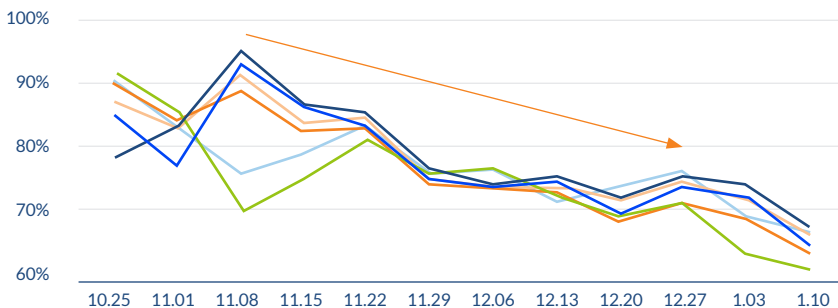




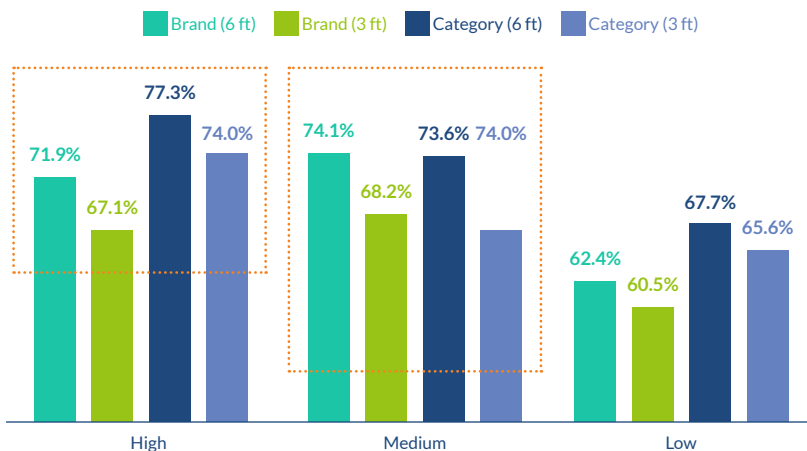
Growing shelf space and product holding power in an environment of OSA challenges for Fruit Snacks

SITUATION In a world of retail digital acceleration, the in store experience for shoppers is a must-win business imperative because it sits at the center of the omni-channel consumer experience. When demand is high, the stakes are even higher for On Shelf Availability (OSA) when shoppers make product choices. A category captain brand in the Fruit Snacks category and a strategic grocery retailer customer worked with Pensa to understand if increasing the shelf set size from 3/4 ft to 6/8 ft in select regions was key to capitalizing on accelerating consumer category demand. By increasing must-have item assortments or simply increasing the holding power of items, there was potentially market share, sales and profitability on the table for the taking. By how much was the main question Pensa sought to quantify.

ON SHELF AVAILABILITY (%)
CATEGORY TRENDS BY WEEK FOR ALL BRANDS AND CATEGORY



ON SHELF AVAILABILITY (%)
BY SET SIZE AND VELOCITY RANKED SKUS



KEY INSIGHTS

There is category wide opportunity to reverse OSA week-over-week declines to serve high levels of category demand surges. It is upwards of a positive +12% increase in sales opportunity for the entire category.

6ft set sizes outperform 3ft set sizes in OSA especially where sets contained high and medium velocity must-have SKUs.

The success rate of 6ft versus 3ft sets reached a positive +6.5pt, proving a significant opportunity to increase the shelf set.

KEY ACTION The category captain brand and retailer customers partnered to codify the case for larger, more deliberate and actively managed Fruit Snack sets and continuously track OSA to course correct issues in real time to grow chain-wide revenue and profitability.