

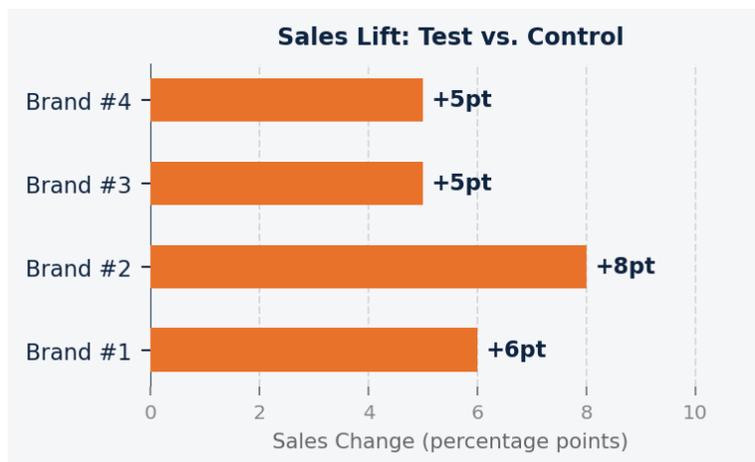
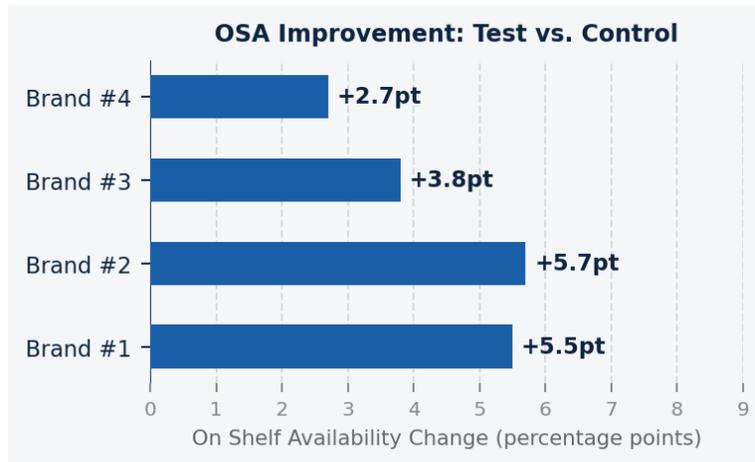
Growing Cereal Revenue Through Shelf Intelligence

A Global Cereal Manufacturer ×
A Leading US Retailer
Ready-to-Eat Cereal Category

SITUATION

As omnichannel competition intensified and category demand surged, a global cereal manufacturer sought to prove that increasing shelf facings and share of shelf for its top Ready-to-Eat (RTE) cereal brands would drive measurable sales lift and secure expanded shelf space from retail partners. It was challenging to build a convincing business case for shelf resets due to the lack of continuous, detailed shelf data. The cereal manufacturer partnered with Pensa to create a rigorous in-market shelf test at a US retailer measuring On Shelf Availability (OSA) and sales performance in test stores versus matched control stores across a multi-month period.

OSA & SALES TRENDS – TEST VS. CONTROL



KEY INSIGHTS

- Cereal category had ~9% out-of-stocks at baseline: Pensa’s continuous monitoring identified which specific stores and SKUs were driving availability gaps, enabling targeted corrective action
- Test stores outperformed control stores by +2.7 to +5.7 percentage points in OSA across the top 4 brands, directly proving that increasing facings drove measurable on-shelf availability gains
- A \$3M annual opportunity was identified for the top 10 RTE Cereal brands by optimizing shelf space allocation to actual sales velocity, making a data-backed case for a chainwide program expansion
- Assortment optimization improved holding power by focusing on the top 4 brands and maintaining value-size visibility, reducing stockout-driven lost sales without sacrificing breadth

KEY ACTION

A global cereal brand and a leading US retailer leveraged Pensa’s continuous shelf data to codify the business case for larger, actively managed cereal sets. The brand then expanded from a 20-store test to a **250-store rollout**, with monthly Pensa reporting anchoring recurring joint business reviews between the manufacturer and retailer leadership.

\$3M
Annual Revenue Opportunity Identified

+8pt
Peak Sales Lift (Test vs. Control)

250
Stores in Expanded Rollout