

Staying Ahead in the Candy Aisle: Leveraging Category Trends for Strategic Growth

USE CASE: RETAIL INTELLIGENCE

About

A leading confectionery brand partners with Wiser to enhance in-store execution and support its corporate mission to “grow the basket, the brand, and the category.” This Category Management seeks actionable insights to optimize product placement, seasonal performance, and overall category growth. Prior to Wiser, the brand relied on a competitor for gathering data, making the switch for Wiser’s competitive pricing and greater customization capabilities.

Challenges

Previously, the brand relied on traditional methods for gathering data, which provided limited visibility into broader merchandising opportunities. The brand needed a more comprehensive approach to identify high-impact placements and explore cross-merchandising potential in underutilized areas.

Seasonal performance varied significantly depending on product placement, with some configurations outperforming others during key holiday periods. Replicating successful strategies across stores and regions became a challenge without clear and actionable insights. The category also struggled with growing competition from alternative products, such as healthier snacks and beverages, leading to a decline in share of shelf. The brand needed better visibility into market trends to protect and grow its presence in stores.

The brand also faced challenges in maintaining inventory levels, with limited shelf space at key retailers leading to frequent out-of-stock situations and missed sales opportunities. These gaps disrupted their ability to meet shopper demand and impacted overall sales performance.

Benefits

Store-Level Visibility



Real-time insights on shelf space, product placement, and planogram compliance allowed the brand to address execution gaps and prioritize high-opportunity locations.

Optimized Seasonal Campaigns



Detailed trends across holiday periods enabled the brand to refine its in-store strategies, ensuring alignment with shopper behaviors during key seasons.

Improved Competitive Positioning



Wiser’s data provided visibility into the candy category’s share of shelf over time, helping the brand identify areas of competition and growth opportunities.

Results



Seasonal Sales Growth Across Five Key Selling Periods

Data from five key sales periods and five retail channels revealed trends like superior performance of Valentine’s Day displays near florals and Halloween displays near checkout lanes, enabling the team to replicate winning strategies.



Merchandising Opportunities Uncovered Across 30+ Accounts

Over 150,000 data points reveal cross-merchandising opportunities in underutilized sections, such as bakery and floral, enabling the brand to expand its reach and enhance shopper engagement.



\$6M in Annual Inventory Savings Through Better Execution

Real-time insights from 6,000 annual store visits allowed the team to pinpoint and address shelf stockouts, optimizing inventory replenishment and reducing missed sales opportunities.

