

Building the case for relists and new range

Executive summary

A leading FMCG manufacturer needed to respond after a top 4 grocery retailer delisted five of its SKUs during a range review. The retailer had chosen to concentrate more space on the remaining range, which was felt to be good enough.

Shopper Intelligence helped the supplier demonstrate that this decision had created a shopper and category issue. The insight provided evidence that range and innovation were particularly important to shoppers in the chilled vegetarian category, and that the reduced range had negatively impacted shopper satisfaction.

+23%

retailer category growth vs previous year

Relisted

supplier delisted products returned to range

At a glance

Market	UK
Category	Chilled vegetarian
Client type	Leading FMCG manufacturer
Retail context	Top 4 grocery retailer
Business issue	Previous range review removed five supplier SKUs; supplier needed a shopper-led case for relisting and increased range
Shopper Intelligence role	Identifying the importance of range and innovation in driving shopper engagement and potential extra purchase
Commercial outcome	Supplier delisted products were relisted and the retailer category grew +23% versus the previous year

The business context

At a previous range review, the retailer had removed five supplier SKUs to focus more space on the remaining range. The assumption was that the remaining range was strong enough to meet shopper needs.

The supplier saw a performance impact after the delistings and needed a stronger way to challenge the decision. The task was to show whether reduced range had created a shopper issue, and whether relisting and increasing range could support stronger category performance.

The Challenge

The supplier needed more than an internal sales argument. It needed a shopper lens that could demonstrate the impact of reduced range and provide a solid argument for relisting and increasing range.

The commercial question was simple: did shoppers in the chilled vegetarian category actively value range and innovation, and would additional range help drive stronger purchase behaviour?

What Shopper Intelligence proved

Shopper Intelligence showed that range and innovation were especially important in the chilled vegetarian category, compared with most other categories in store.

- Range and innovation were critical shopper priorities, with only quality ranking as more important within the category.
- No other category had more requests from shoppers for additional innovation.
- Shoppers showed a significantly above-average likelihood to buy extra when new and different choices were available.
- Shopper satisfaction had been negatively impacted in the retailer when comparing year-on-year results.

This evidence helped show that the delisting decision had reduced more than supplier presence. It had affected a part of the shopper experience that mattered strongly in this category.

How the insight was used

The supplier used the Shopper Intelligence evidence to build a more robust argument with the retailer. Instead of positioning the discussion only around lost supplier sales, the case could be framed around shopper demand, category improvement and the commercial role of range and innovation.

This helped demonstrate that relisting the products and increasing range was not simply a supplier request. It was a shopper-led recommendation with the potential to improve category performance.

Client perspective

“The unique data and insight we receive from Shopper Intelligence was vital in convincing our retailer to relist products as we could effectively demonstrate the shopper impact of their decision.”

Head of Category, Leading FMCG Manufacturer

The Result

The evidence helped support a successful case for change. The supplier delisted products were relisted, and the retailer category grew +23% versus the previous year.

- Supplier delisted products were relisted.
- The retailer category grew +23% versus the previous year.
- The supplier was able to use shopper evidence to show why range and innovation mattered commercially in the category.

The takeaway

This case shows how Shopper Intelligence can help suppliers strengthen retailer conversations by adding a clear shopper perspective to range review decisions. In this example, the insight helped move the conversation away from whether the remaining range was simply good enough and towards a clearer understanding of what shoppers valued in the category.

By proving the importance of range and innovation, the supplier could demonstrate the shopper impact of the delisting decision and build a stronger case for relisting.

**Want to understand what shoppers really need from your category?
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