

Influencing a skincare range review with a shopper-led approach

Executive summary

A leading FMCG manufacturer needed to support an upcoming skincare range review with a top 4 UK grocery retailer. The initial direction of the review was to broaden the range and introduce additional niche choice, in order to compete more closely with dedicated health and beauty retailers.

Shopper Intelligence helped the supplier make a more shopper-led argument. The evidence showed that skincare shoppers were highly sensitive to whether the right choices were available, that brand was a major purchase-planning factor, and that the right range could help address a quality satisfaction gap in the category.

+20%

supplier brand distribution

+22%

supplier share of space

Outperformed

market post-range review

At a glance

Market	UK
Category	Skincare
Client type	Leading FMCG manufacturer
Retail context	Top 4 grocery retailer
Business issue	Upcoming range review
Shopper Intelligence role	Understanding shopper choice, brand planning, availability risk and satisfaction gaps
Main commercial result	Category outperformed the market post-range review
Supplier result	Brand distribution increased by +20%; share of space increased by +22%

The business context

The skincare category was approaching a key range review. The retailer's focus was expected to centre on matching the breadth and specialist feel of dedicated health and beauty retailers by bringing additional niche choice into the grocery range.

The supplier needed evidence to support a different point of view: that the strongest opportunity was not simply to add more options, but to make the range easier for shoppers to navigate and ensure the

right trusted brands were clearly represented.

The Challenge

Sales data could show what was happening in the category, but it could not fully explain why shoppers were behaving in a certain way or what they needed from the range. The supplier therefore needed a shopper-led evidence base to inform the range review conversation with the retailer.

The commercial question was simple: would a broader, more niche-led range best meet shopper needs, or would the category perform better by focusing on availability, trusted brands and clearer range choices?

What Shopper Intelligence proved

1. The right choice was critical to keeping shoppers in the category

Skincare shoppers were significantly more likely than average to walk away if their preferred choice was not available. This showed that range and availability decisions carried a clear risk: if the right products were missing, shoppers were more likely to leave the category or the store rather than simply switch within the fixture.

2. Brand played a major role in planning and purchase intention

Almost 60% of planned skincare shoppers intended to buy a specific brand. This finding supported the supplier's view that clear space for key, signpost brands would be important to shopper satisfaction and category performance.

3. The right range could help improve quality perception

Shopper Intelligence also identified a satisfaction gap around quality. This suggested that range decisions could do more than improve availability; they could also help strengthen how shoppers perceived the category overall.

How the insight was used

The evidence gave the supplier a stronger shopper-led argument for the range review. Rather than positioning the conversation around adding more choice, the supplier could show why the right brand mix, availability and range clarity mattered to shopper behaviour.

The insight helped the supplier move the discussion from internal assumptions and sales performance alone to a clearer explanation of why shoppers act the way they do in-store. This supported a more focused, commercially grounded conversation with senior retailer stakeholders.

Client perspective

"If I could only have two data sources, Nielsen and Shopper Intelligence would be the ones I would go to. SI is by far the most superior source in terms of why shoppers act how they do in store."

Senior Category Manager, Leading FMCG Manufacturer, September 2024

The Result

Following the range review, the skincare category outperformed the market. The supplier also secured a stronger presence in the category:

- Supplier brand distribution increased by +20%.
- Supplier share of space increased by +22%.
- The category outperformed the market post-range review.

The takeaway

This case shows how Shopper Intelligence can help suppliers influence important retailer conversations with evidence that explains shopper behaviour, not just sales performance. In skincare, the insight helped move the range review away from a simple “more choice” discussion and towards a clearer understanding of the choices that actually mattered to shoppers.

Want to understand what is really driving shopper behaviour in your category?

Speak to Shopper Intelligence: shopperintelligence.com/contact