

Within the confections set, shelve top brands and items towards the center.

Shoppers tend to gravitate to the center of the shelf.



Note: "Front" aisle segment defined as the shelf end closest to the main store entrance

- Shelf testing identified that placing top brands & SKUs in the "hot spot" maximizes overall sales.
- Horizontal shelving provides maximum exposure to all confections segments & promotes cross purchasing between the segments.
- 97% of customers found it easy to find products on a horizontal set.
- Recent shelf testing in national C-Store chains identified that horizontal shelving increased confections sales +6%.