

Caution! Retail Curves Ahead



Presentation for: **NACDS** regional
February 13, 2024

A blurred background image of a city street with pedestrians and vehicles, creating a sense of motion and urgency.

Shoppers lead you
to your future –
if you pay attention.

W/SL Philosophy

What We Do...

We study **Shopping Life™** to understand the **WHY** behind what people buy, **WHERE** they buy, and **WHAT** they will do **NEXT**.

We do this through our **proprietary research, retail influence, global retail innovation**, all activated through our **consulting services**.



How We Do It...

We connect brands and retailers
...by keeping the shopper in the center, always

Consulting & Activation

We collaborate to **build and activate future retail strategies.**

Shopper & Retail Research

How America Shops® & custom research are foundations of **the next trends.**

Retail Influence

Our **access to retail executives** informs us on **what they expect next.**

Retail Innovation

We **track retail innovation around the world** (WSL scouts are everywhere!)



WSL



Consulting Expertise that Builds Shopper-centric Retail Strategies for the Future.



Build Future Category and Retail Growth Strategies



Develop Category White Space Opportunities



Identify Omni-Channel Growth Strategies



Build Better Innovative Retail Experiences



Build More Valuable Retail Partnerships



Accelerate Shopper-Centric Organizations

W/SL HOW AMERICA SHOPS®

Retail Strategy Based on Shoppers

How We Do It

We keep on top of shopper sentiment with our National Survey

Why You Need It

Inspire Shopper-based Strategies.

Activate by Retail Account. Category Buyers. Demos. Health Conditions.

What You Get

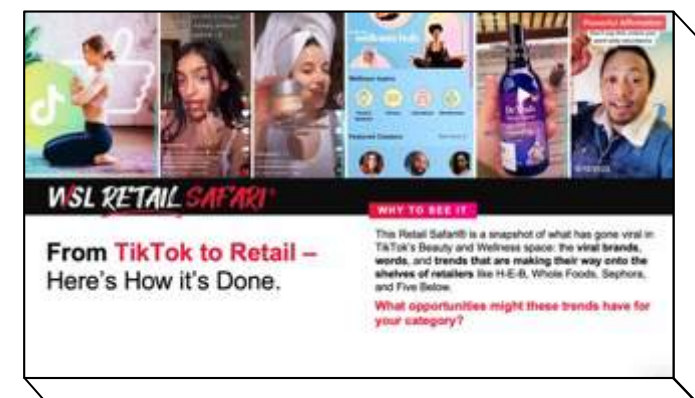
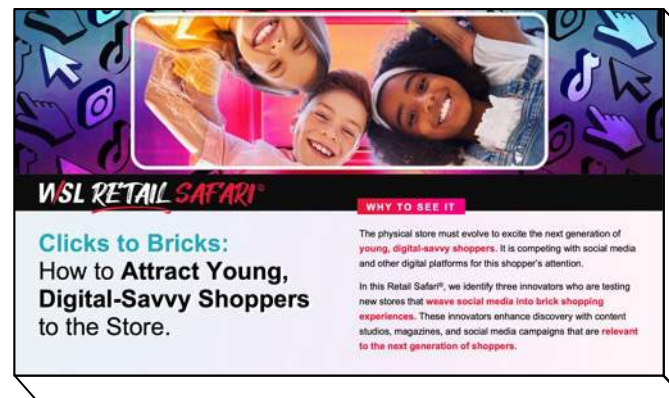
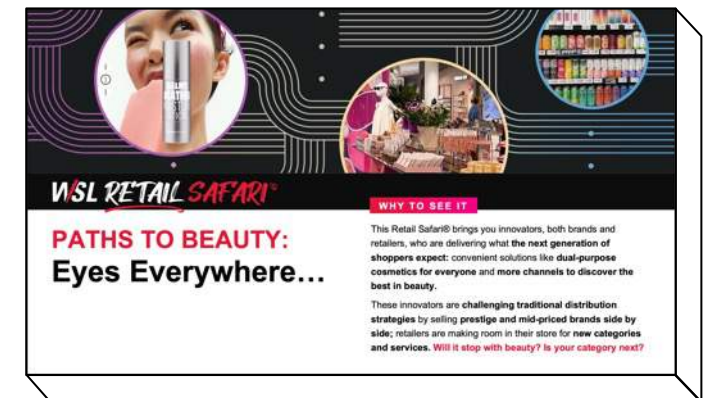
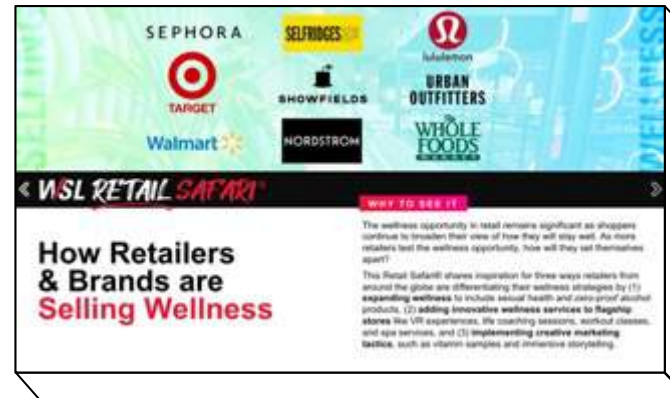


Why You Need It

1. A one-stop source to build a culture of innovation and creative thinking in your organization.
2. To inspire change, and support innovation focused account meetings.
3. Delivered with themes that inspire an action plan. 30+ /year.

What You Get

Global Retail Innovations
in Person, PPT and Video.

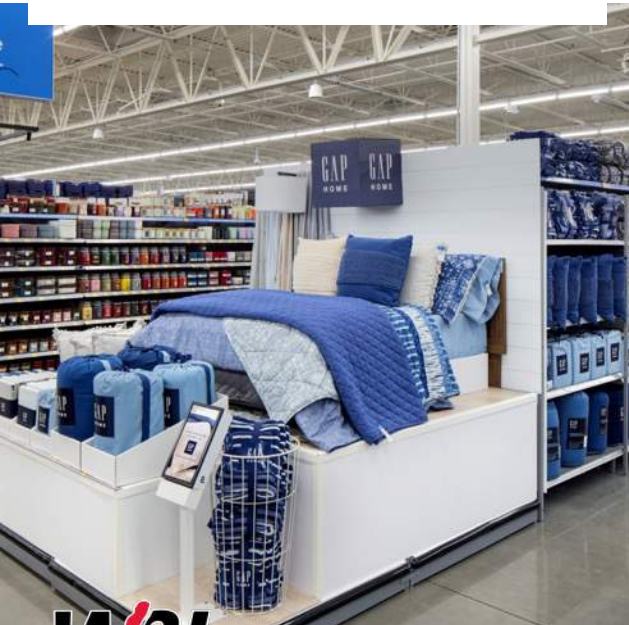


RETAIL SAFARI® INNOVATION

Anyway You Want It!

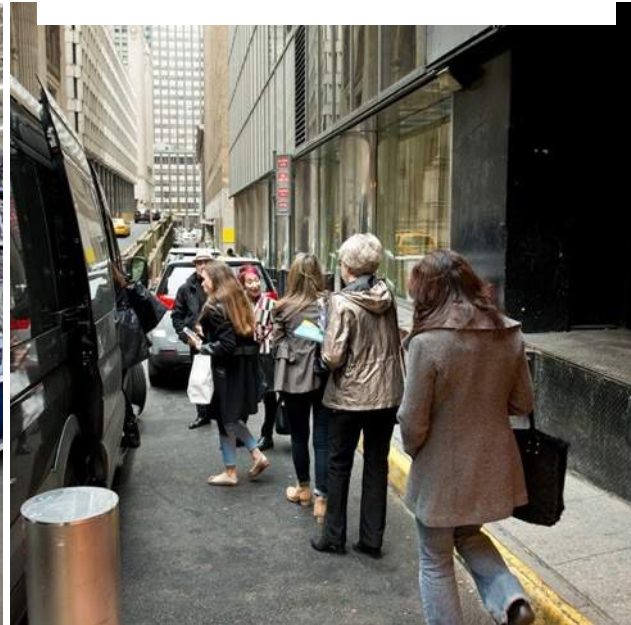
Virtual Tours

Innovative global retail trends **inspire innovation.**
In-Store Omni Digital



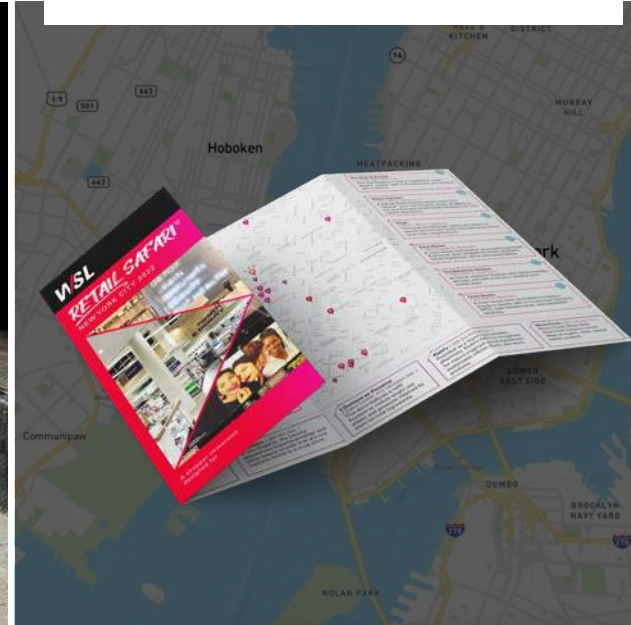
Retail Safari® Live

Custom retail immersion
builds **specific solutions**
for your business.
Led by WSL



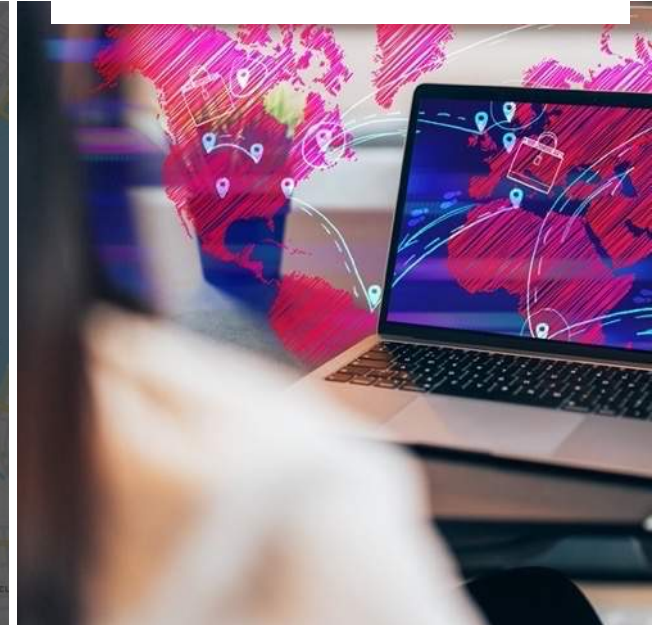
Retail Safari® in a Box

We provide the places
to see, with **guidance**
for you to conduct your
own tour.



Retail Safari® Photo Library

Searchable Library with
retail innovation
customized to your goals.

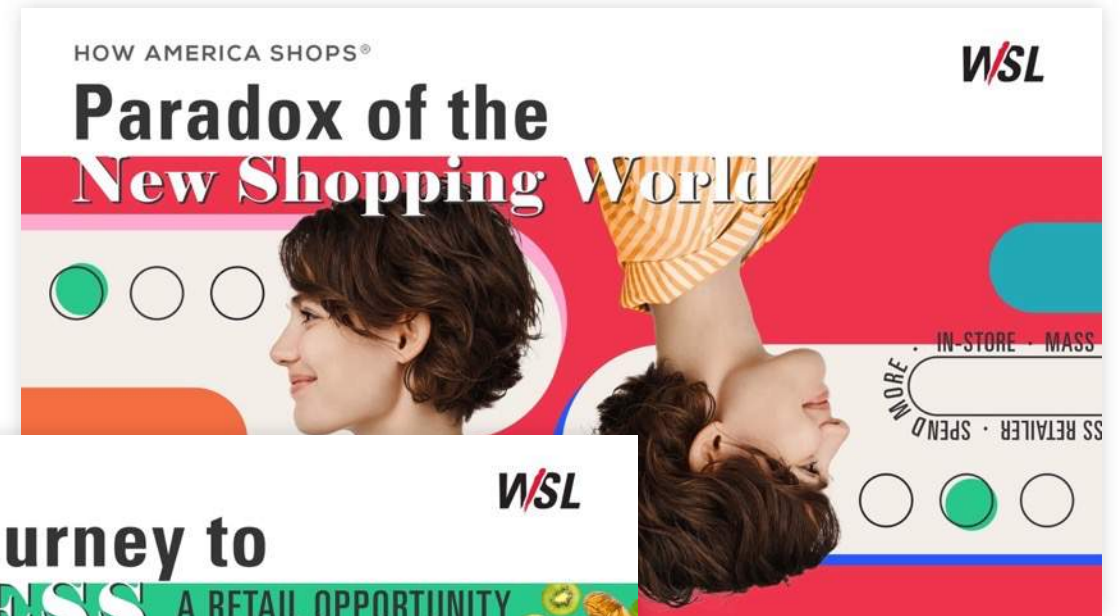


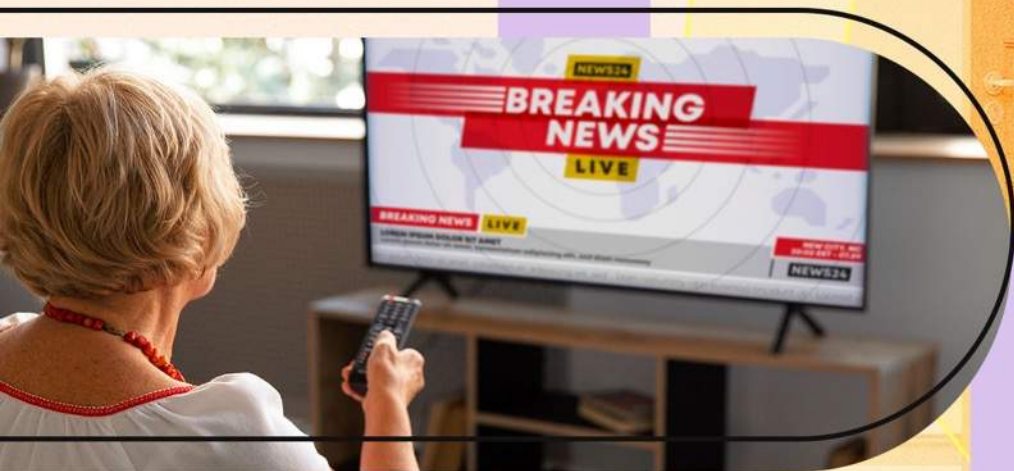
Sources: How America Shops®

How Nationally Representative
Online Sample
Retail Safari® Innovation

When June – December 2023

Who Among 2,500 adults 16+





Today

01

Anxiety Reigns

02

Shoppers Take Control

03

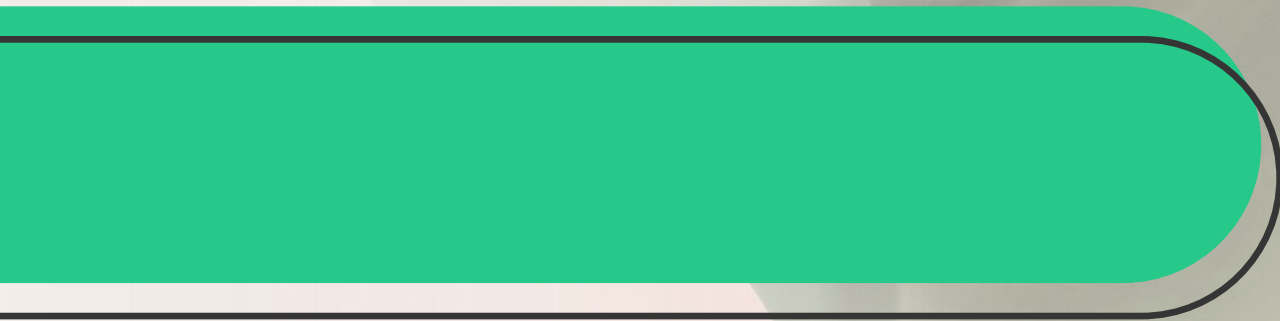
Opportunities Are Revealed

04

Now What...Getting it Right

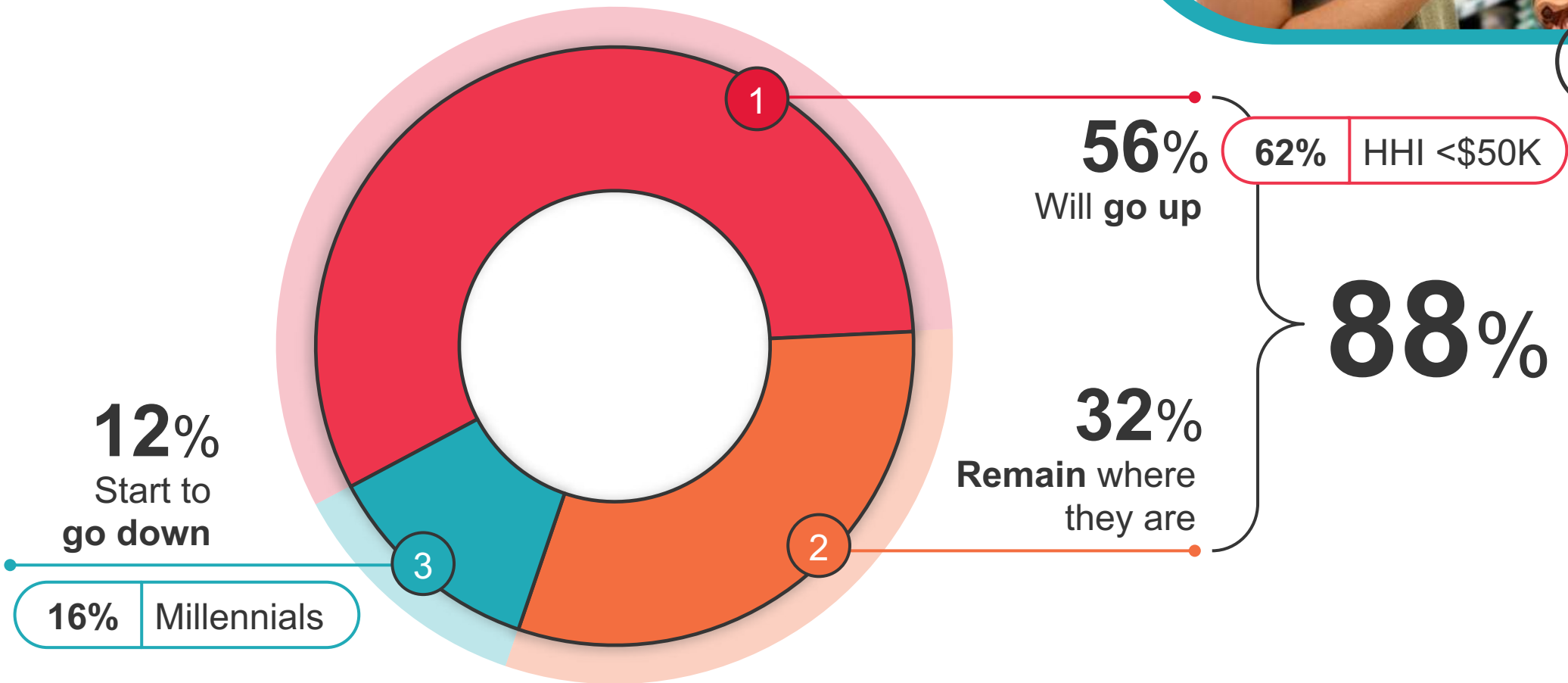


Anxiety Reigns



Rising prices are still a reality.

Shoppers believe prices...



A lot of people are anxious.

Shoppers Reporting Financial Anxiety



■ A little anxiety

■ A lot of anxiety

**About a lot of
other things too...**



70%

Found locked
up products
in stores

77% Urban Core

86% Suburbs

70%

Changed shopping
behaviors
because of mass
shootings

80% Women &
HHI w/Kids



59%

Change shopping
behavior to avoid
COVID, Flu, RSV

63% Women

53% Men

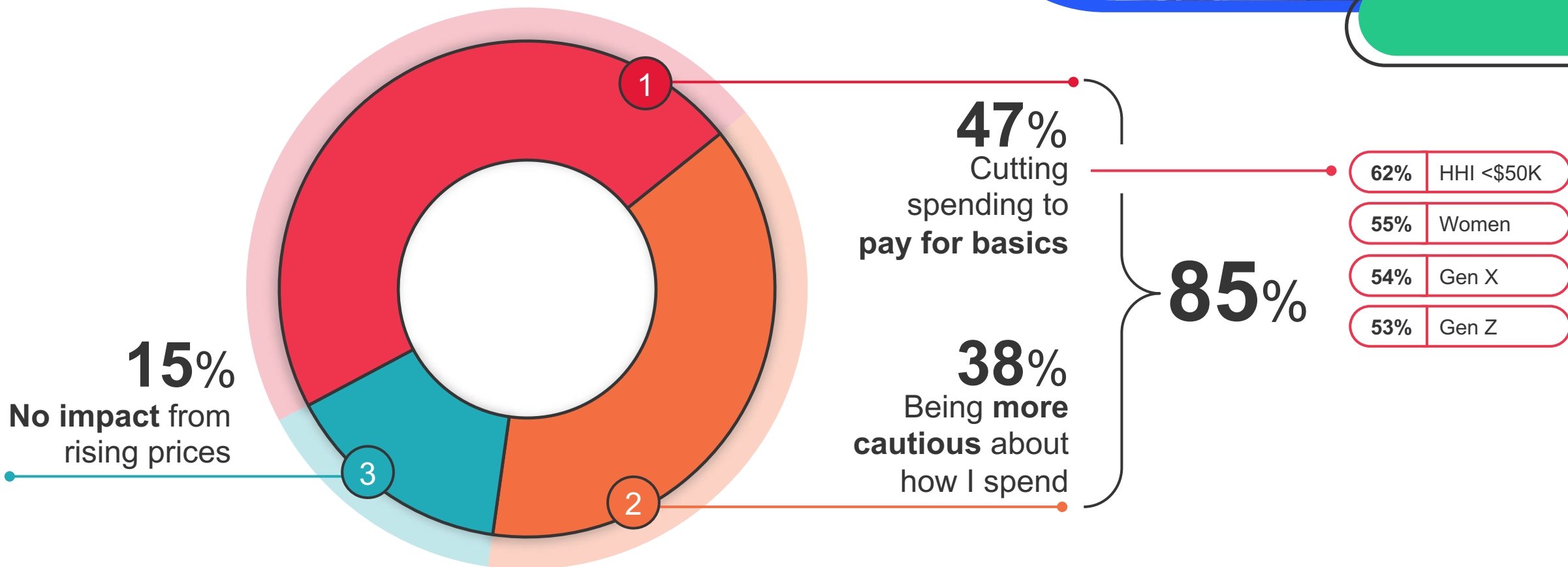


Shoppers Take Control

02

85% of shoppers respond to rising prices

Impact of Rising Prices On Shoppers
[No Change vs. April, 2023]



Shoppers rethink their priorities
for some categories...

1/3

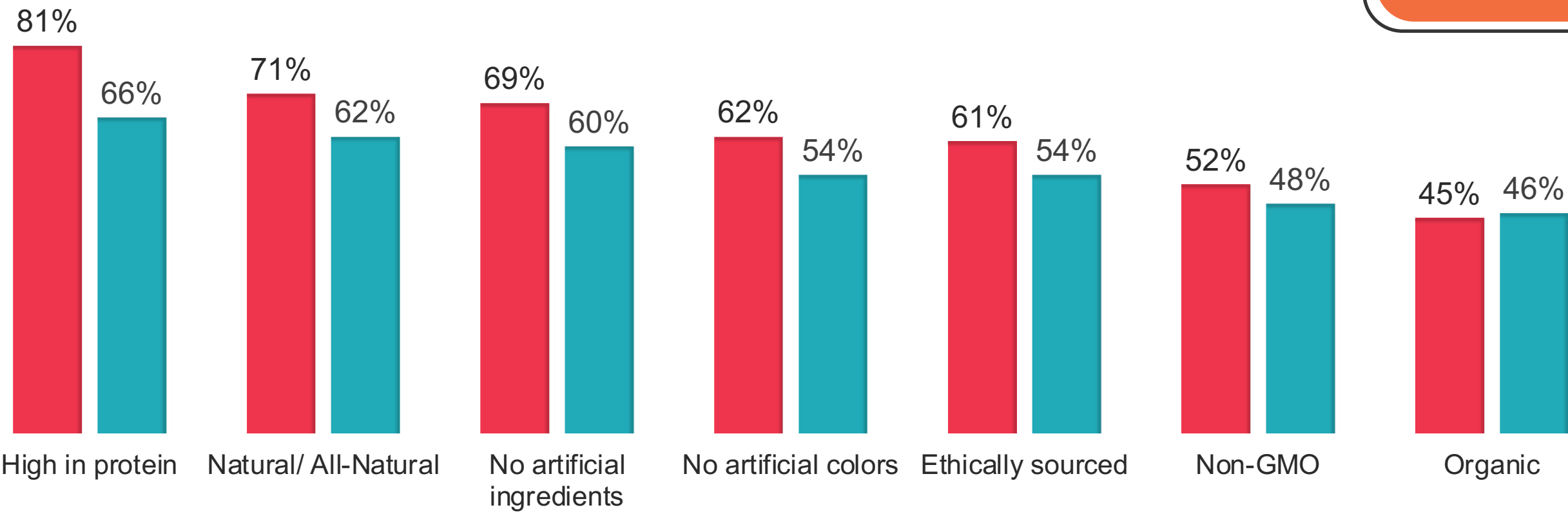
Shoppers are now **not willing to
pay for values** that cost more:
Organic, Vegan, Sustainable



But when it comes to Pets...

Importance of Pet Food & Treats Attributes

■ Pet Food Values ■ Human Food Values



44%

buy more **store brands**
today vs. last year

50%

HH w/ Kids

47%

Age >40

48%

HHI <\$50K

41%

\$150K+



Because they save
without compromising.



89%

Save
Money

86%

Innovation on
Par with Name
Brands

85%

Better
Quality

75%

More Attractive
Packaging

Smart shoppers make store brands a destination!



82%
I feel smart

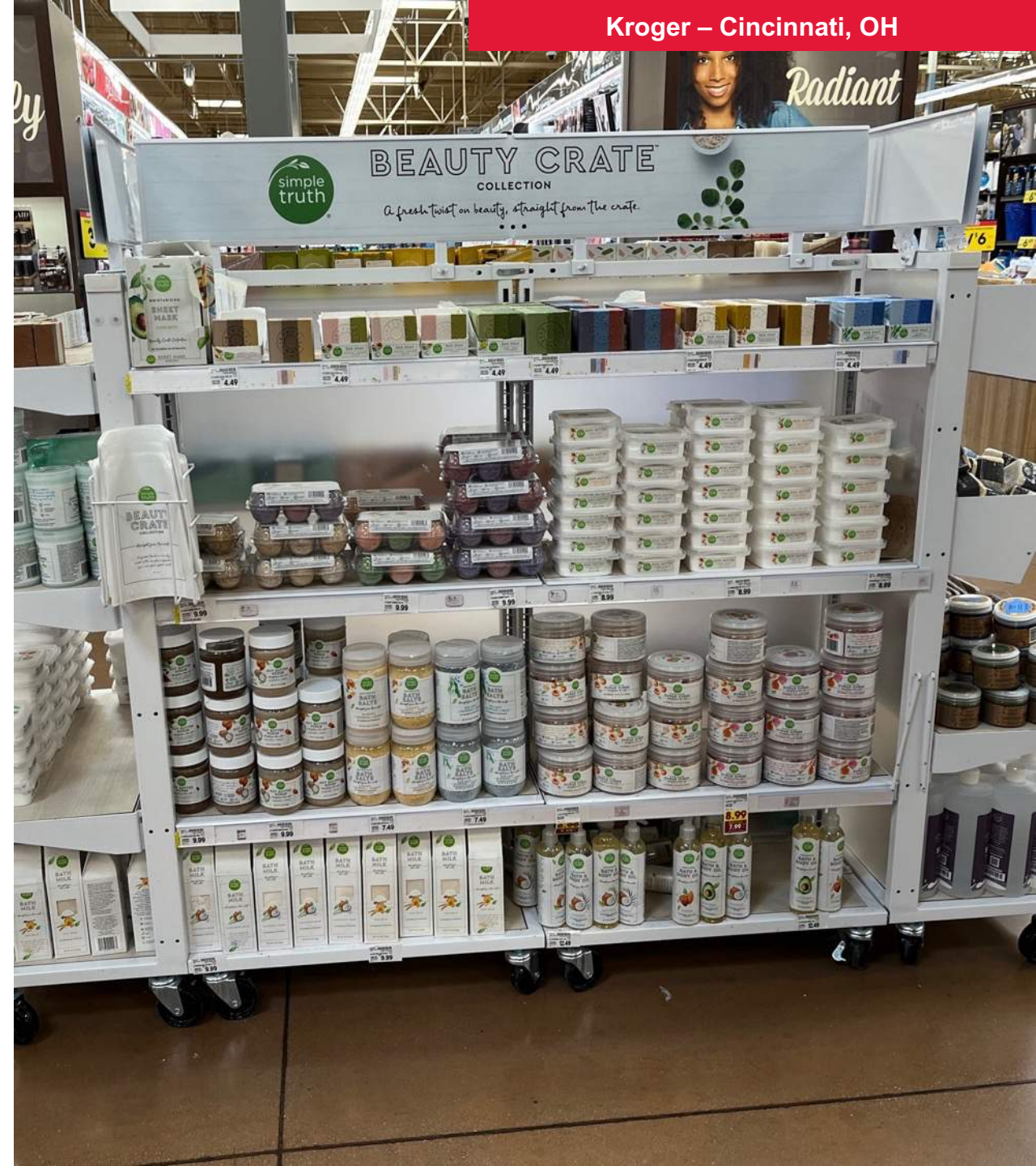
75%
I spread the
word on store
brands

69%
I go to stores to
buy a store
brand

The Vitamin Shoppe – Riverhead, NY



Kroger – Cincinnati, OH





NEW!

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only \$12



And...they buy in more places to get what they want.

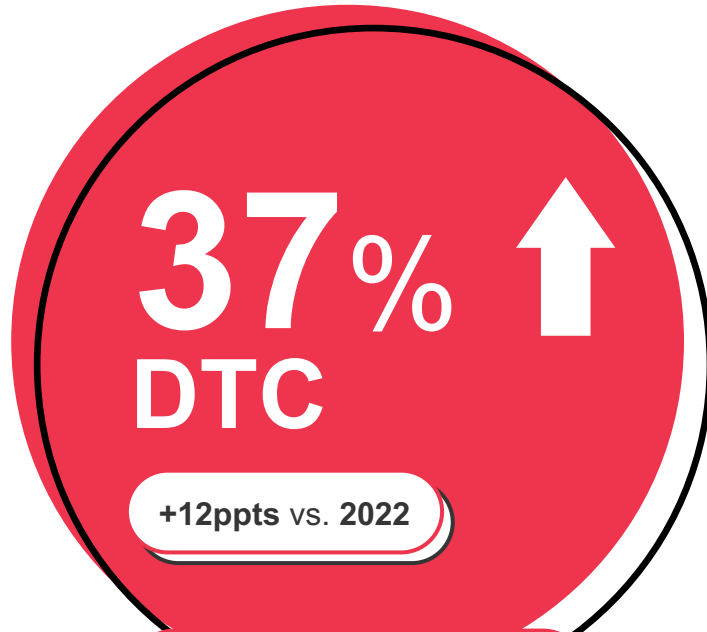
13.3 Avg. in 2023 **+51%**
8.8 Avg. in 2014



Channels Purchased from in Past 3 Months — 2023 vs 2014

	2023 % Shopped	2014 % Shopped	Ppts Change
Mass Merchandiser	87	65	22
Online only	81	68	13
Supermarket	77	66	11
Drug store	75	62	13
Dollar store	70	55	15
Convenience store	68	43	25
Home improvement	60	45	25
Warehouse Club	53	39	14
Deep discount grocery	43	23	20
Beauty specialty	40	19	21
Vitamin specialty	24	13	11

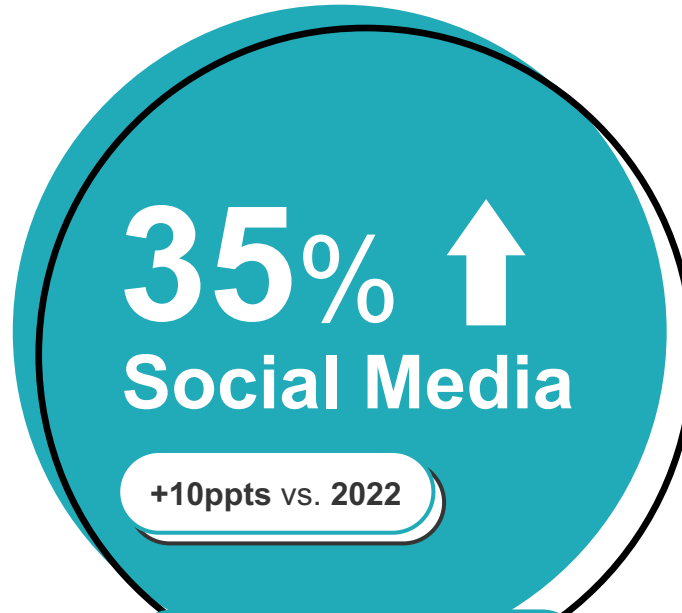
Including new channels...



44% Gen Z

43% Millennials

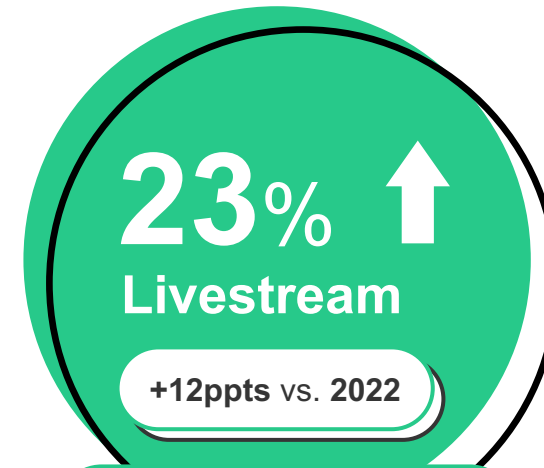
42% HH w/ Kids



48% HH w/ Kids

47% Millennials

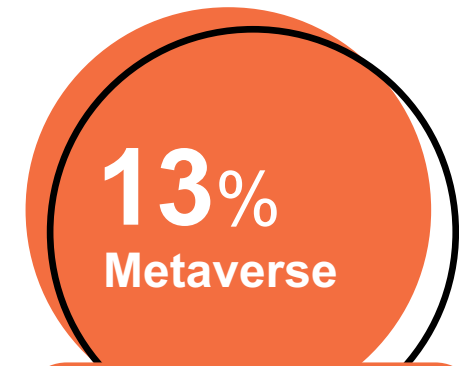
44% Gen Z



37% HH w/ Kids

32% Millennials

26% Gen Z



24% HH w/ Kids

23% Millennials

20% Gen Z



Opportunities Are Revealed

03



New Trips...

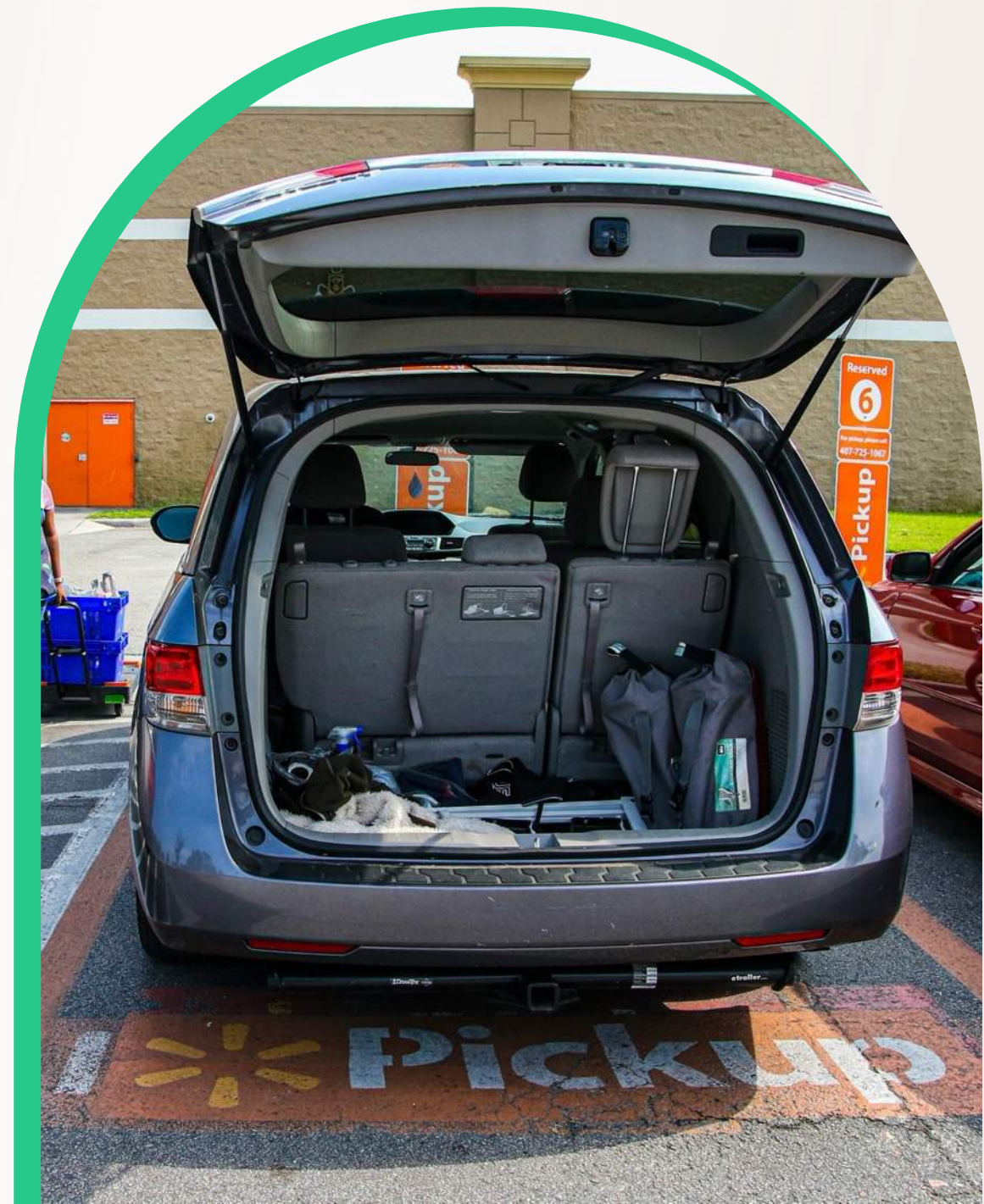


New Drivers...



New Sales...

New Trips...



Pick-up drives shoppers into the aisles.

29%

of shoppers use curbside in a month

37% >40

26%

Pick up in store in a month

39% >40

62%

go into the store after pickup

70% Men

54% Women



For a lot of reasons...



38%

I forgot something

38%

Browse a favorite category

37%

Get something to eat/drink right away

33%

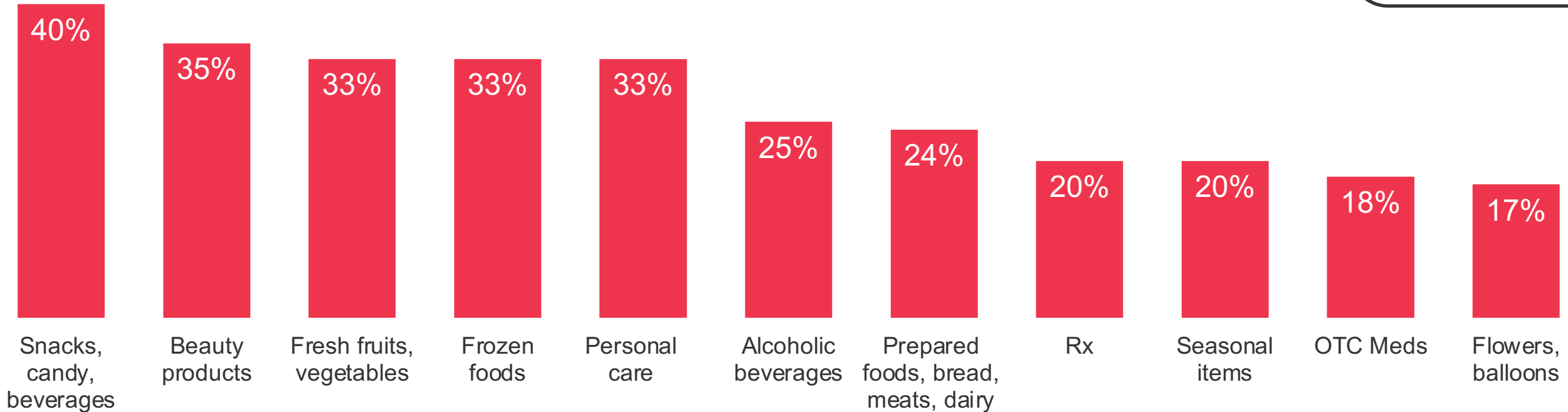
Look at displays

31%

Check the flyer for sales

44% of “pickup” shoppers buy more

Here's What They Buy!





Self-Pickup

Picking up orders is easy!

Enter this 4-digit code
in your pickup pass to find your order.



1 5 6 4

- 1 Open pickup pass on your phone and enter the 4-digit code.
- 2 Locate your order in the self-pickup spot provided.
- 3 Tap "Complete my order" and you're all set!

Where's my pickup pass?

Self>Returns

Skip the line and save time!

Scan. Bag. Drop.



Connect to our Wi-Fi
for the best experience.





The search for “good health”



3/4 women want to know more about their health.

Looked / asked for information for self or other



Gen Z



Millennials



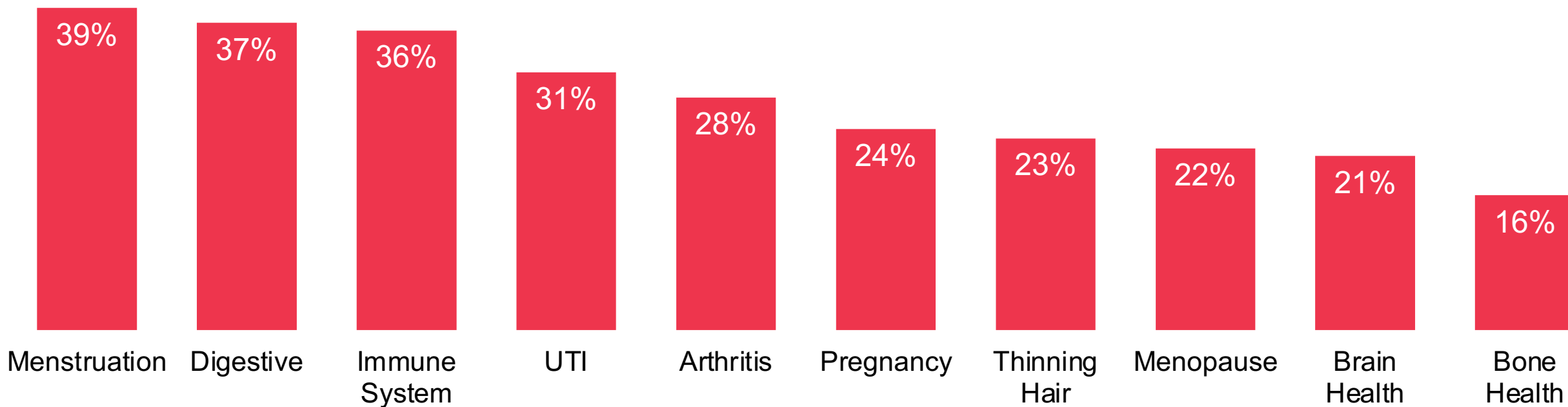
Gen X



Boomers

Especially sexual health...and other things.

Looked / asked for information for self or others



For most women, health
searches begin with **Google**

Fewer than

1/5

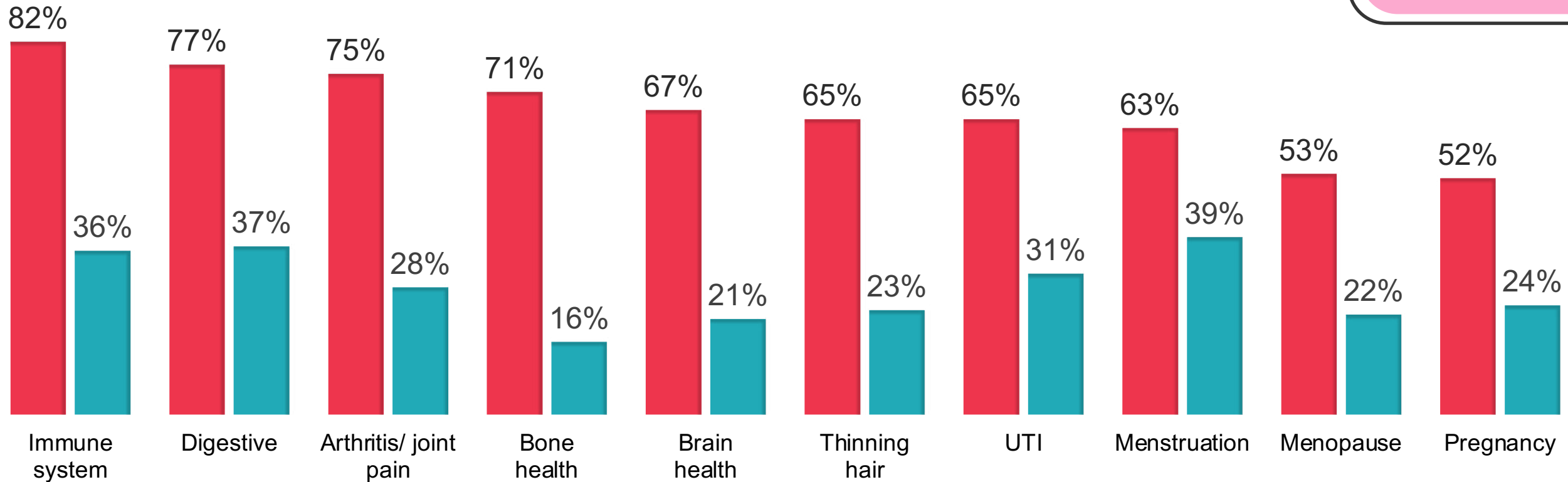
go to their pharmacist.



In the end, most who search buy.

Purchase after looking up information

■ Purchased ■ Looked up



**Now What....
Getting It Right.**

04

The message is clear...

Shoppers are anxious. They are looking for control, solutions, and comfort.

The opportunity is to be a **go-to and trusted accessible resource**, to ease their stress – financial and health.

01

Build **credibility** as the “**place**” that is affordable, accessible, safe, and trustworthy. That **knows them**.

02

Identify key health **topics shoppers** want to know more about, e.g., sexual health, digestive health, etc.

03

Recognize **where they will pay more** (pets) and what **they expect if they pay less** (innovative store brands)

04

Leverage all **your assets, not just the pharmacy**. Curate your aisles, messages to benefit from their trips.













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LEVEL 1	Baby Diaper Vet's Total Care Kitchen Grooming Self-Wash

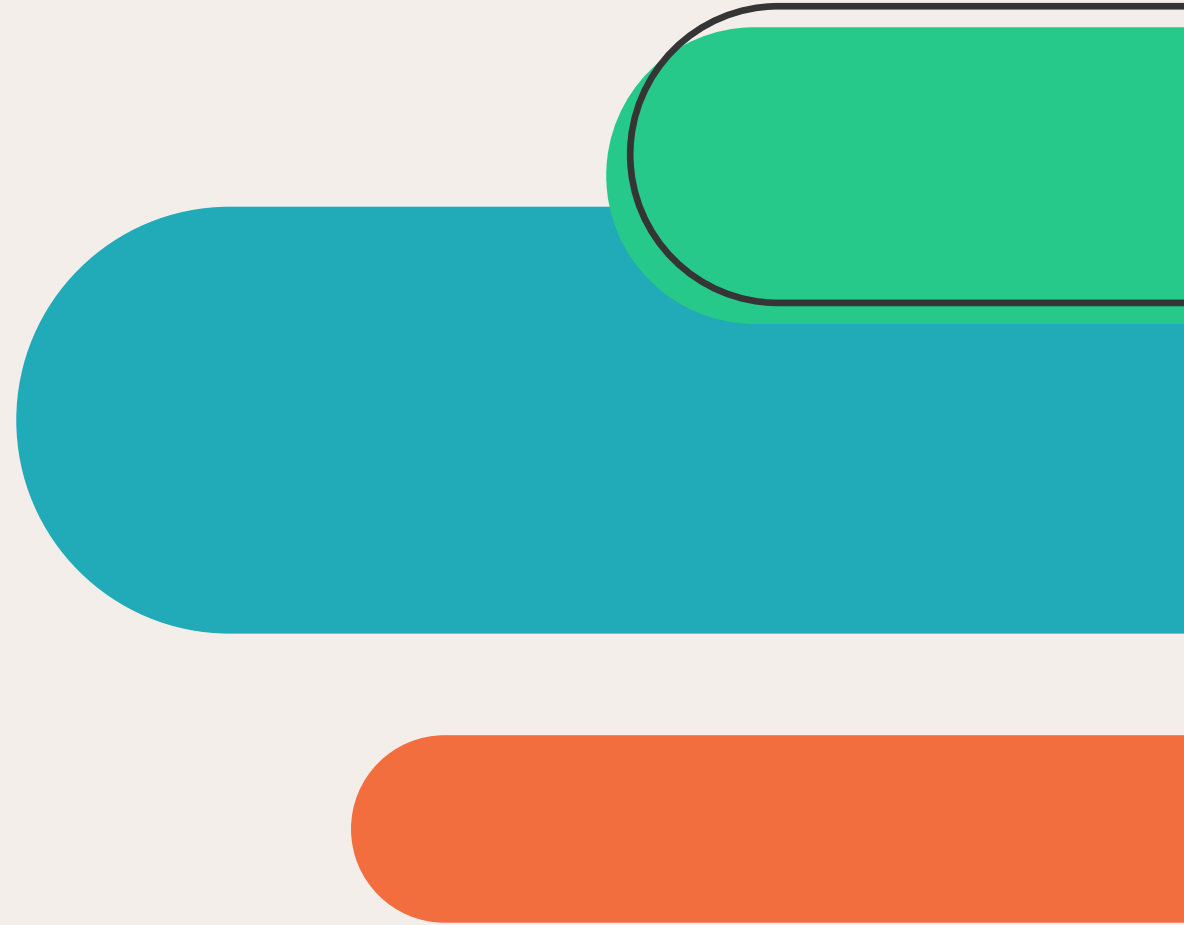


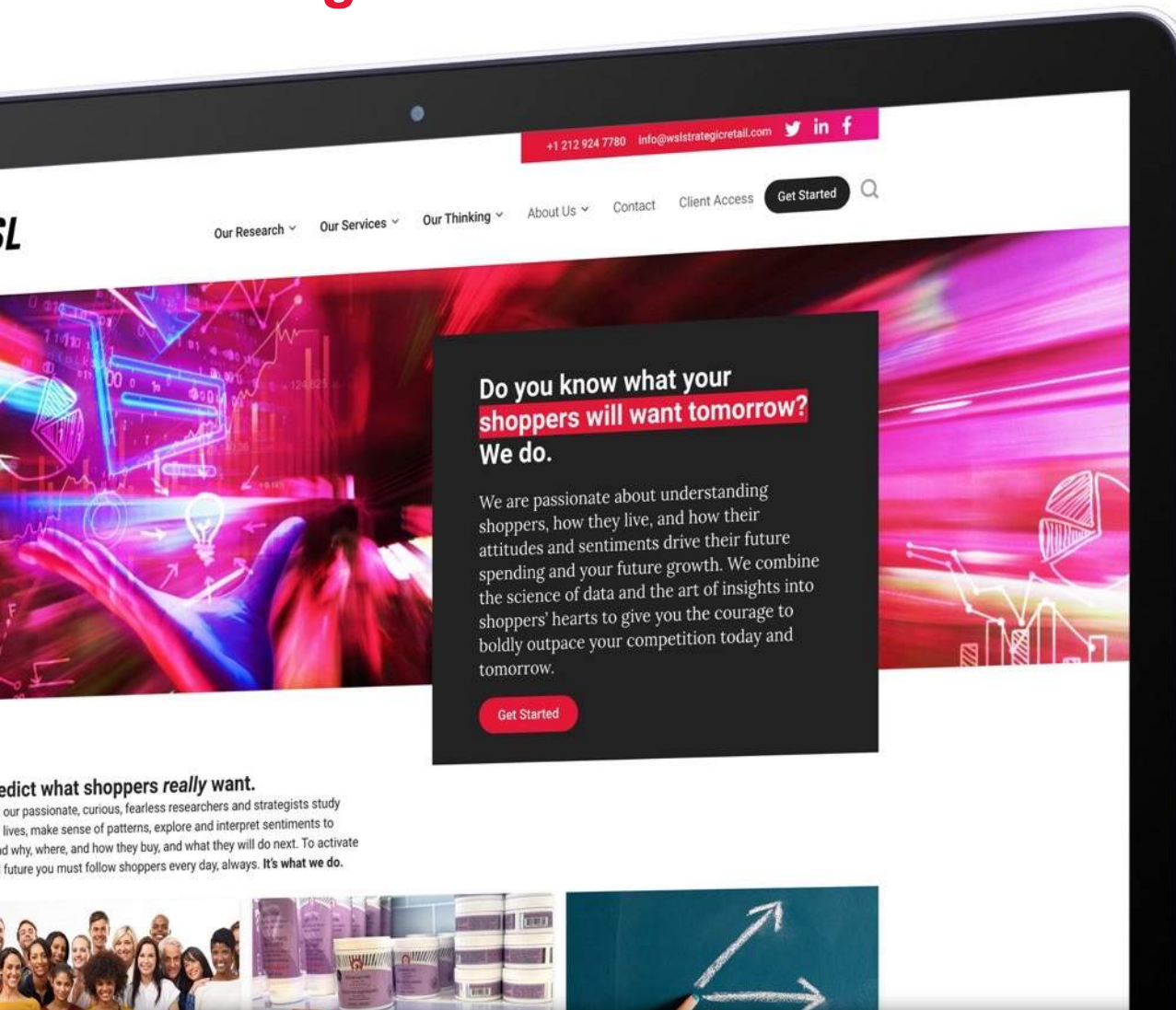


Act Now

There is

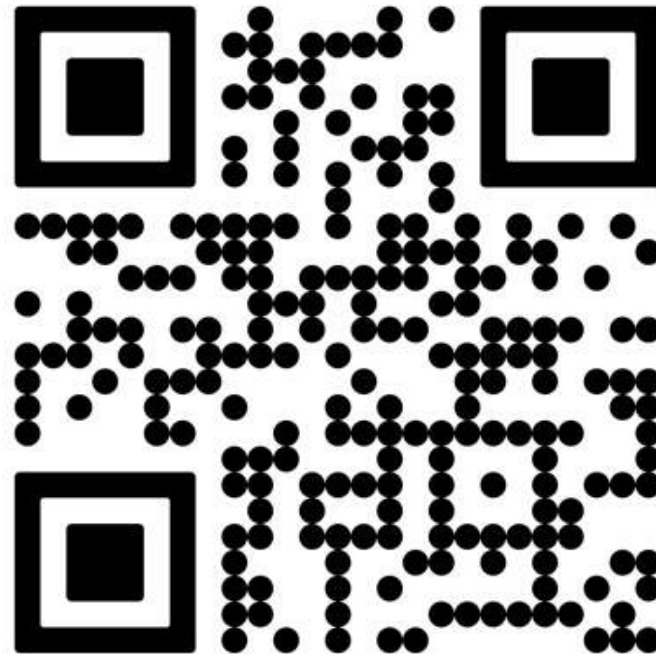
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help you
see the
Future.



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