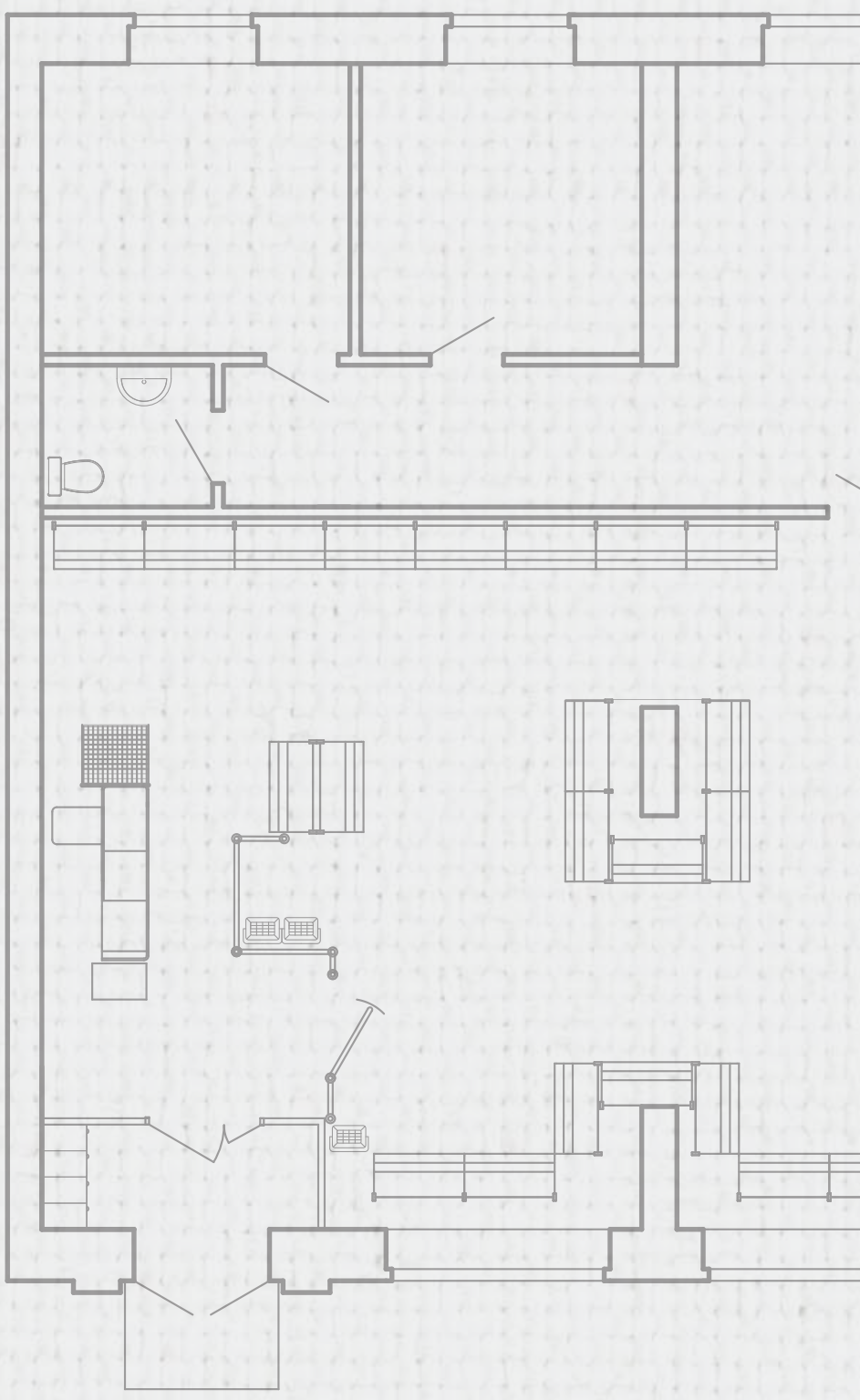


How Inventory Visibility Impacts Consumer Experiences

Consumers expect the products they want to be on shelves — and there are big risks when they're not. Inventory visibility directly shapes shopper experiences. Get a snapshot of key factors influencing experiences and why transparency in availability matters.



Shoppers Weigh In: Factors Influencing + Impacting In-Store Experiences

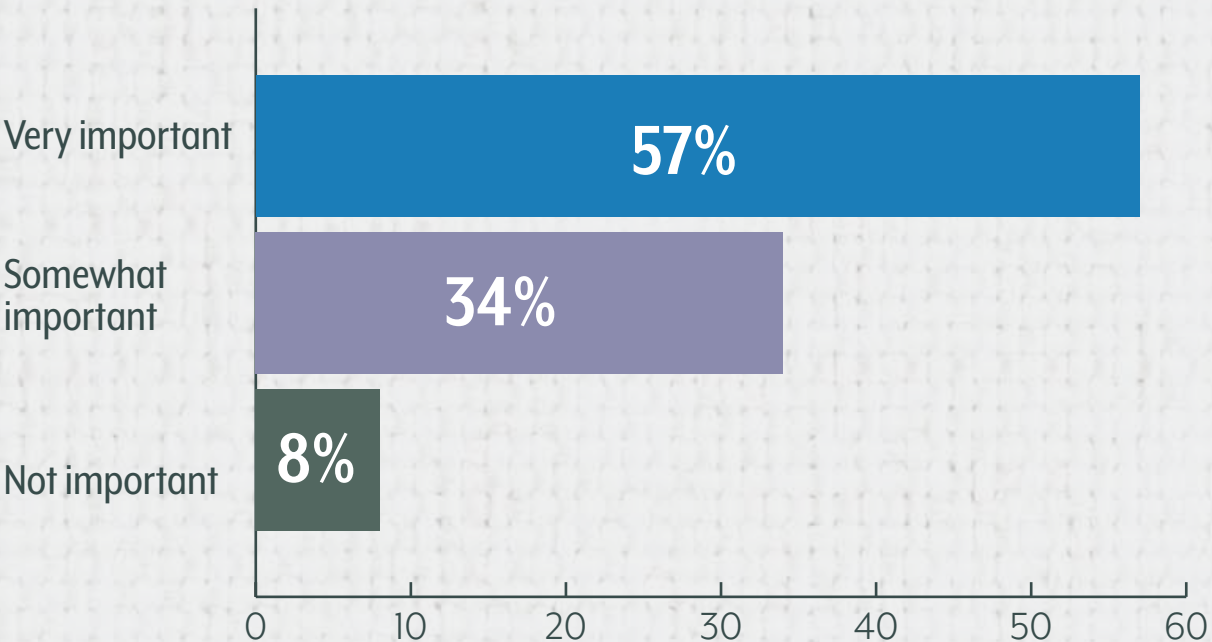
Out-of-Stocks Are a Top Pain Point for Shoppers

What are your top 3 in-store pain points?¹

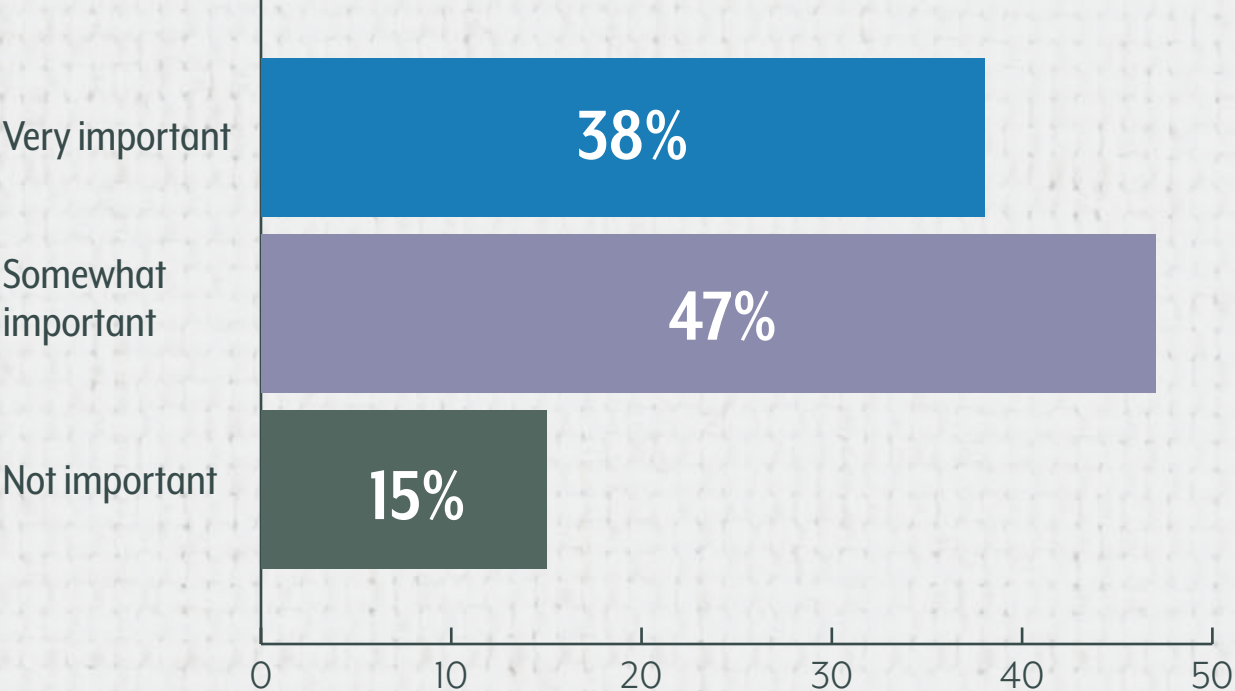


What's Important?¹

Consistently Having Items in Stock



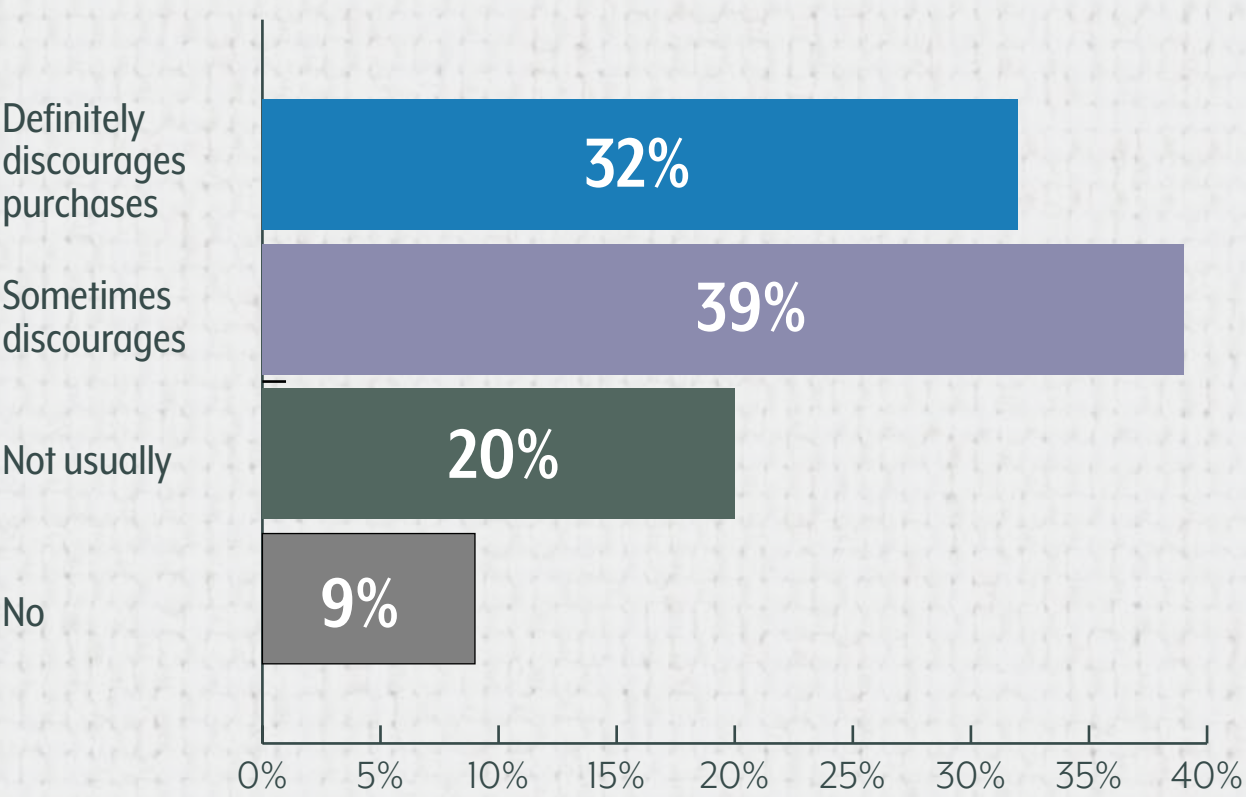
Product Arrangement on Shelves



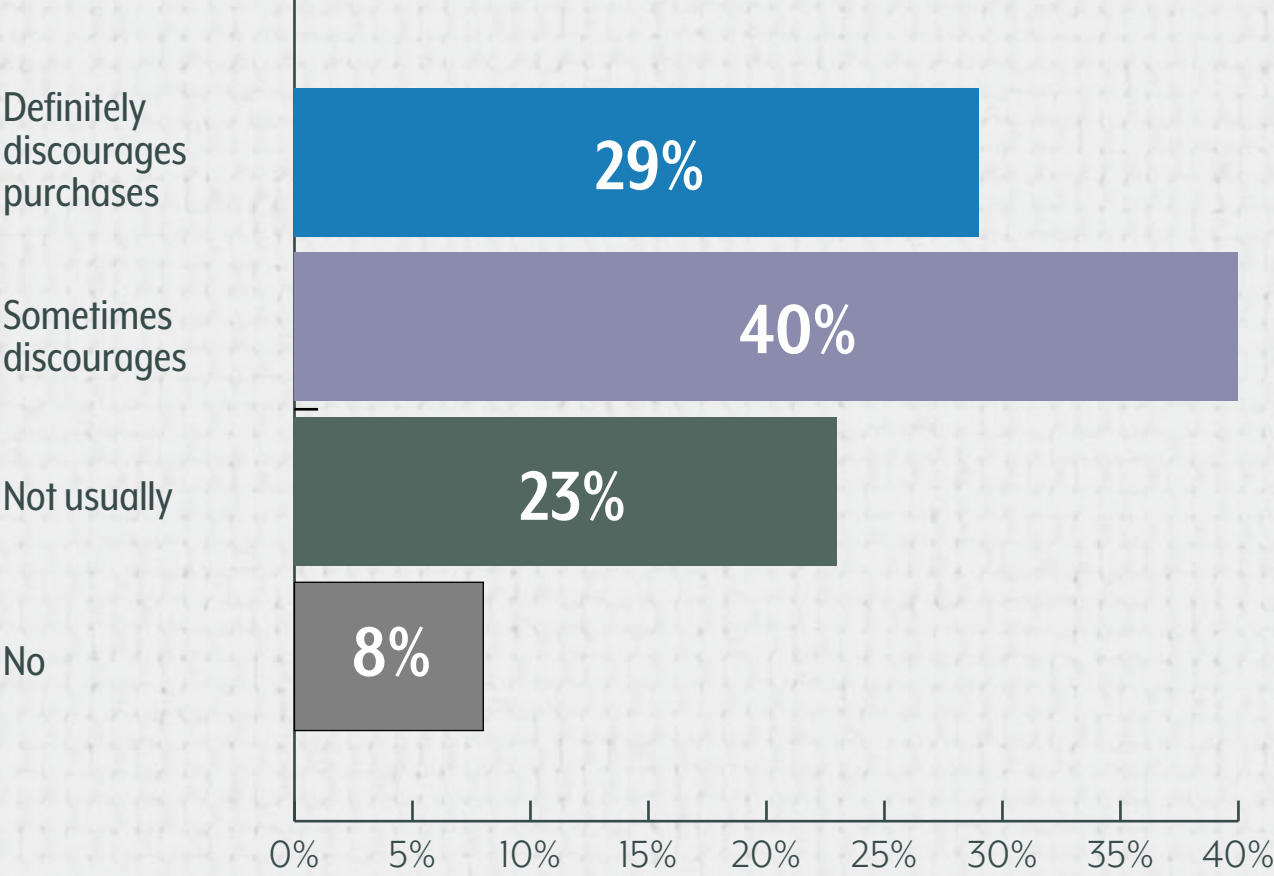
What's Not Helping?¹

Barriers Discouraging In-Store Purchases

Messy or Poorly Organized Stores



Lack of Variety in Product Selection



Out-of-Stocks Can Drive Shoppers to Other Brands

20% Shoppers who spontaneously switched to another product when their usual wasn't in-stock in a store¹.

Shoppers Want a Holistic, Omni View of Availability



71% Consumers shopping online who want to see the product availability in a store near them².

32% Consumers shopping in-store who check if a product is in stock when using a retailer's mobile app¹.

Visibility Requires Data Transparency + Organizational Readiness

Retailers achieving superior inventory performance have systematic data management capabilities and integrated technology platforms (not just point solutions).

Payoff: Improving in-stock rates increases customer satisfaction and loyalty, as it lets employees focus on customer-facing tasks and not hunting down products³.

Pro tip: To establish data transparency, retailers must create universally defined, cross-functional metrics for all functions to be held accountable to⁴.

Integration in Action

When TikTok sent demand for Pastina soaring, Barilla's investment in real-time visibility let it spot the surge weeks before traditional data, enabling faster production and distribution to capture sales⁵.

Sources

1 - The Path to Purchase Institute | 2 - Forrester | 3 - McKinsey & Company | 4 - IHL Group | 5 - Storesight

Produced By:

