

Optimizing Sales in the Checkout Lane

Situation

Merchandise space in the checkout lanes is the most valuable space in retail stores. Retailers are continuously looking for ways to increase the profit generated by this real estate.

Solution

DHC brought three clients and seven retailers together to sponsor an extensive study of front-end sales. The project involved sales analysis by store / by checkstand to understand purchase behavior in both traditional and self-scan lanes. To measure consumer attitudes, we also conducted 1,500 in-store interviews on front-end merchandising.

Results

The study identified the potential for a \$2 billion increase in front-end sales and a number of specific revenue opportunities for each retailer that participated in the analysis. The retailers are in the process of changing merchandising fixtures and tactics to implement the recommendations.