Beautiful Results

How Milani Grew Its Footprint With Top Retailers

The quest for *next*

Find your next growth opportunity

Thank You For Joining Us!

Beautiful Results: How Milani Grew its footprint with top retailers with Kelly Sobol and Steve Zurek

Enter for your chance to win a $150 Amex Gift Card for joining this session!

Save This Code to Win:
“Beautiful Skin”

What industry experts are saying…

> “*Brands are finding it increasingly more difficult to get their items on shelves. There are more competitors regionally and increased pressure from store brands.*”

> “*The function a retail planogram must satisfy has evolved exponentially over the last 5 years. Not only does it satisfy foot traffic, it also provides inventory for a retailer’s buy online activity.*”

> “*Holding power is extremely important, but shoppers also want to discover new items in categories. There is a fine line between having high velocity items always in stock and a boring assortment. This is the balance that inspires shopper interaction and loyalty or turns them off.*”

The cosmetics section isn't your typical share of shelf capture

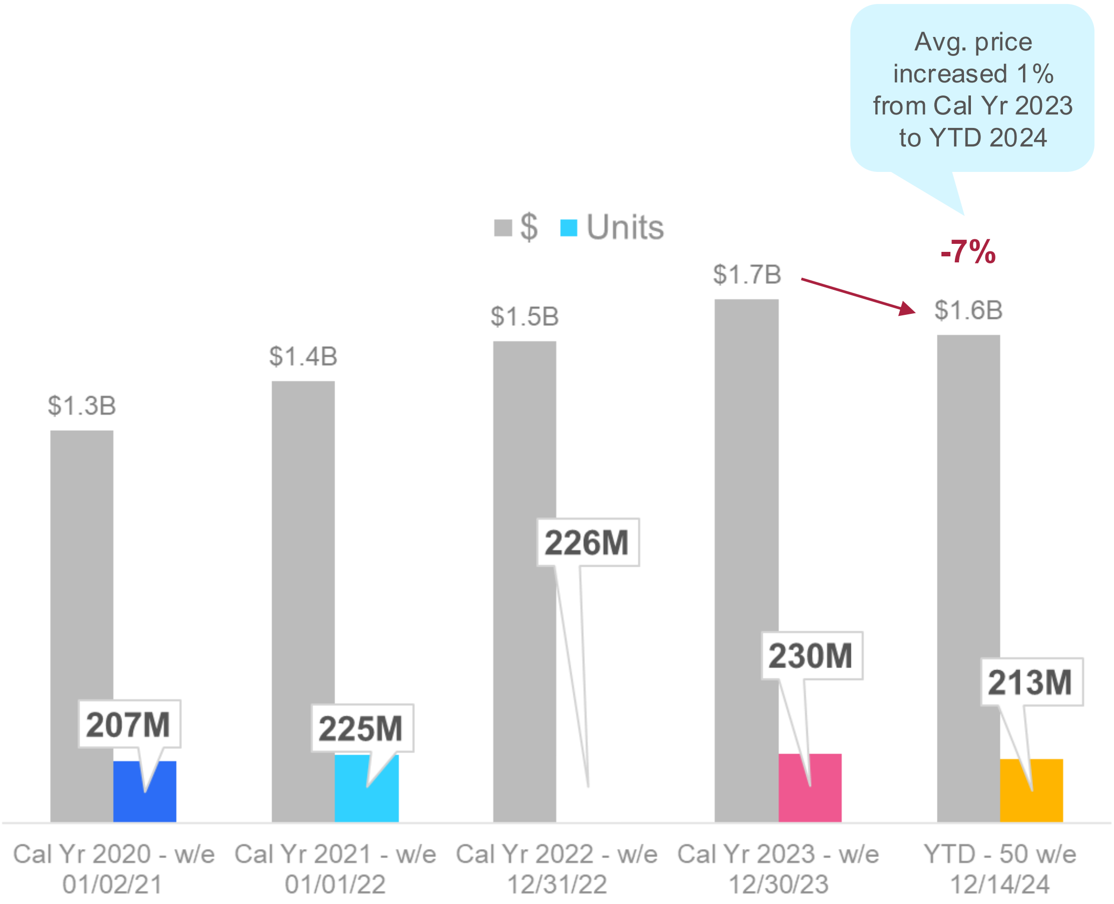
What's unique:

- Section is managed in increments of 2' merchandising fixtures – brand blocking is fixed
- Line representation is critical – one in one out doesn't work
- Shelf gains require a significant investment in fixturing from manufacturers
- Frequent resets to reflect seasonal and beauty trends

What's universal:

- POG compliance and consistency
- Inventory issues and out-of-stocks
- Retail labor issues

Eye, Lip & Face cosmetics volume in Walmart has been growing but decreased in 2024



Background Analysis

Source: NIQ Color Cosmetics Discover Database

The journey to find a partner…

- Complicated category: sku intense + declining results
- Required expertise in dissecting immense data into clear, profitable strategies for retailers
- Competitive benchmarking ~ access to data beyond our capabilities + resources

From roadblocks to results: The case for strategic shelf expansion

Company

Milani Cosmetics is a leading brand of cosmetics focused on long-term growth accretive to the category.

Challenge

Despite year over year growth, and a strong reputation with retailers, Milani's footprint in stores has remained largely unchanged. As a nimble team, they needed to work smarter to compete with larger brands.

Goal

Grow the shelf with key retail partners by developing a collaborative growth strategy, rooted in data, and proving incrementality.

Where we began

From roadblocks to results….

- Milani experiencing rapid growth, though not resourced at the level of top 4–5 brands. The leap from #7 to #4 is significant—but we are on track to become a top 5 brand within two years
- Retail space is shrinking, yet Milani continues to grow both sales and market share
- Projects must be self-funding—no budget for initiatives that don't deliver immediate ROI
- Seeking a partner committed to a true collaboration—one who approaches the category with the mindset of a buyer or category manager
- Recent retail resets have favored unproven new brands, private label (with low consumer awareness), or mega brands (which aren't immune to decline)
- Essential to unlock actionable data and tailored messaging that resonate with merchants—driving sales while simplifying decision-making.

Key challenges

Overcoming complexities and potential investments associated with increasing shelf space

Proving to retailers that they could **bring incremental dollars** with additional shelf space

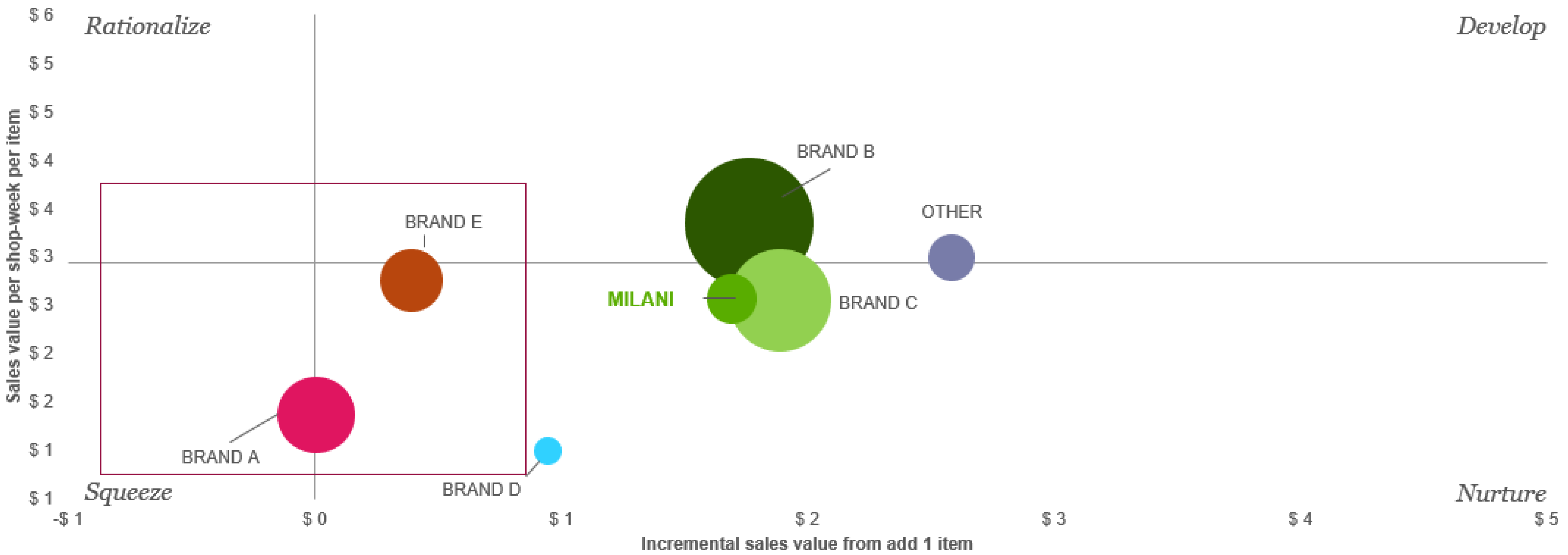
Identifying the **right mix of products** to meet diverse consumer needs

Ultimately, Milani needed a deep understanding of specific nuances of the category to propose more efficient and effective solutions

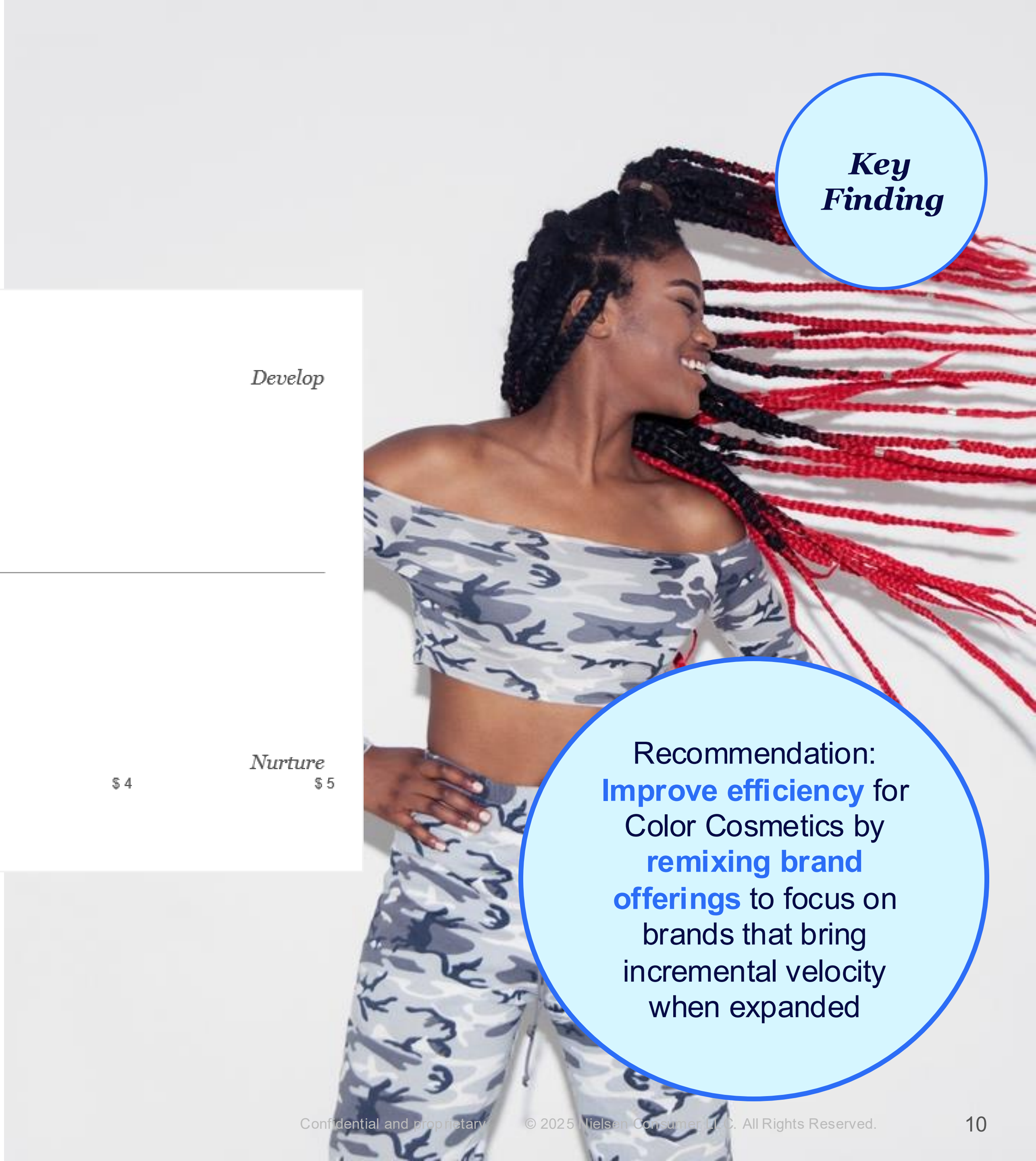
NIQ

Competitive insights: Uncover ***rival brands*** and decode their retailer-specific interactions

Total US Walmart > Cosmetics Aisle > Impact of +1 item



Source: NielsenIQ Shelf Architect, Color 52 weeks ending on 11/30/2024



Key Finding

Recommendation: **Improve efficiency** for Color Cosmetics by **remixing brand offerings** to focus on brands that bring incremental velocity when expanded

NIQ

Improve efficiency for Color Cosmetics by ***remixing brand offerings*** to focus on brands that bring incremental velocity when expanded

Recommendation

Grow Milani set

MILANI

+

Reduce space

Brand A

Brand E

=

Impact to

Color Cosmetics

$15MM

Results

Outcome - Walmart

Before: 4-foot section

Increased footprint **by 39%**

Pivoted to retail-specific selling with data-driven conversations

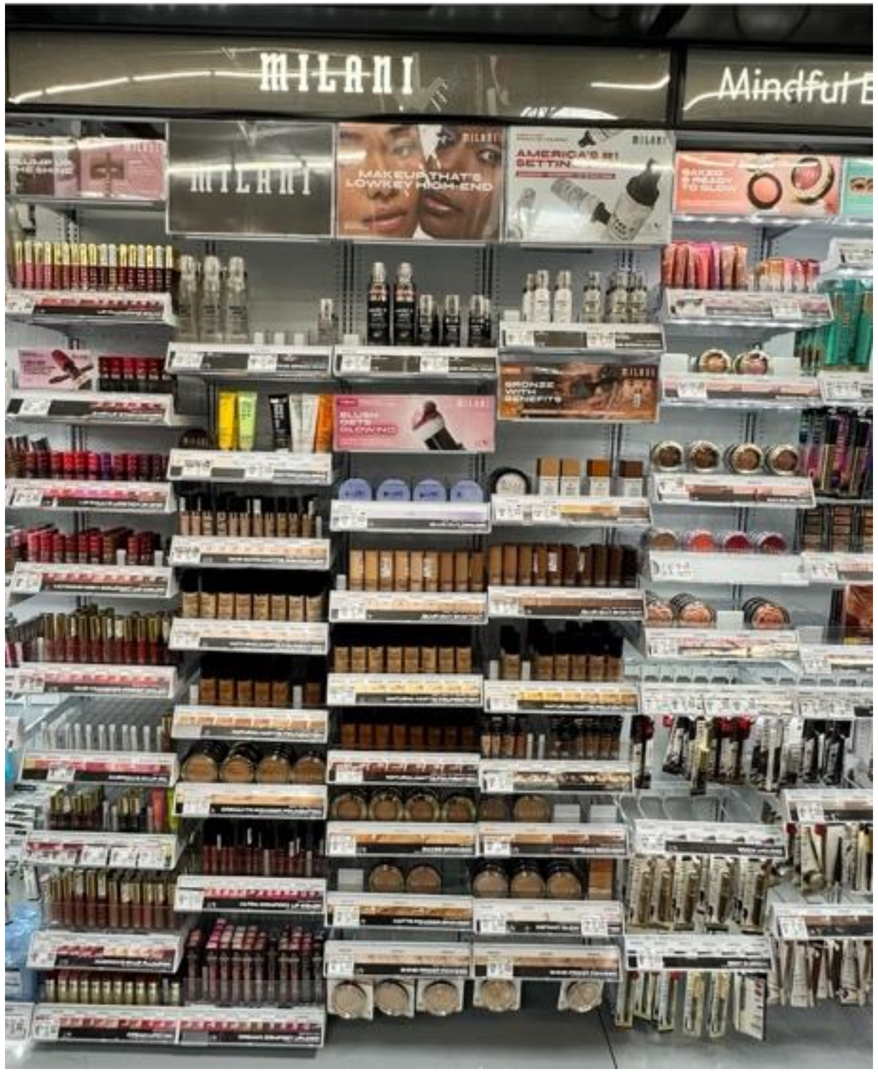
Gained double-digit space increase at Walmart

Strategically positioned by understanding where the category is heading

Milani drove +22% sales increase in Supercenters

Shortened time to market for new offerings

January 2025: 6-foot section

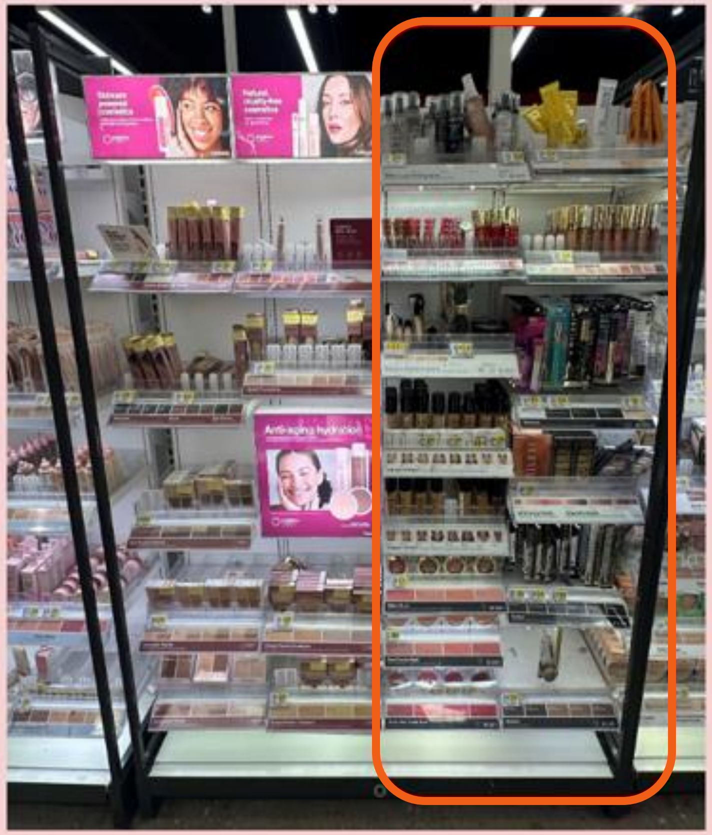


Outcome - Target

Exp Stores +17%

Exp Stores ~30X Non Exp

2024: 2FT



- **Milani grew space** and coveted PODs
- **Embracing a partnership** driving customized retail engagement with analytics-backed storytelling
- **Doors that did not grow space are trending down double digits!**
- **Strategically aligned** with future category dynamics
- **Milani is seeing +17% sales increases** in doors where it changed footprint
- **Identified high-growth** areas to accelerate performance

2025: 4FT

Closing Remarks

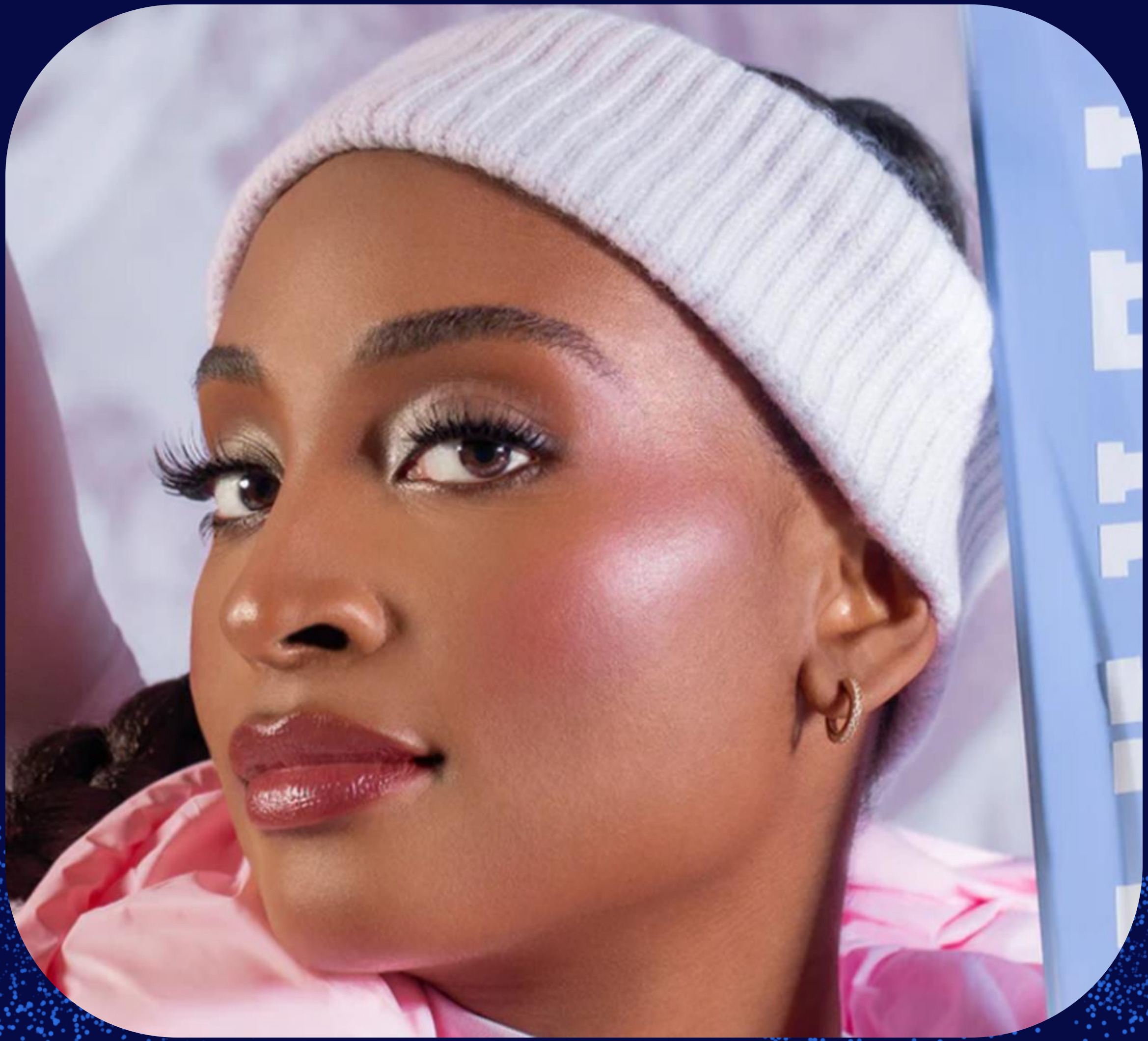
Each project must start with a vision

New partnerships require educating each other

Success comes from looking inward

The project path is never linear

Delivery isn't the end…it's the beginning



Let NIQ Shelf Architect Help You:

Leverage predictive insights to optimize assortment and act on your greatest opportunities

From strategy…

Where to play

Item incrementality

Retail opportunity

Portfolio optimization

To execution…

Prove ROI

Develop category-first narratives

Leverage the latest data

Promote accuracy

Create store-level recommendations

Kelly Sobol
SVP Sales & Customer Development
Milani Cosmetics
ksobol@milanicosmetics.com

MILANI

Steve Zurek
VP Thought Leadership
Strategic Analytics
Steve.Zurek@nielseniq.com

NielsenIQ

C360

Thank You For Joining Us!

Beautiful Results: How Milani Grew its footprint with top retailers with Kelly Sobol and Steve Zurek

Enter for your chance to win a $150 Amex Gift Card for joining this session!

Save This Code to Win:
"Beautiful Skin"

NIQ