

*Breakdown barriers
to unlock space and
grow the shelf*

Customer Story: Milani Cosmetics

NielsenIQ MILANI



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.

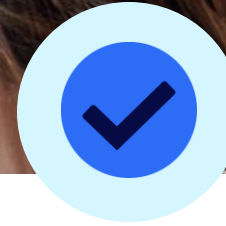
Key Business Questions



How can we **optimize our shelf space to maximize sales?**



How can we **prove to retailers** that giving us **more shelf space is a win-win?**



How can we **make a big impact with a nimble team** in an ever-evolving industry?

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

Solution: *Justify increased shelf space by highlighting productivity and incrementality*

Craft a compelling, retailer-specific story to drive sales and efficiencies with Walmart

Approach

Leveraging Shelf Architect, we were able to help Milani:

- Pinpoint unproductive brands
 - Quantify incremental dollar growth for Walmart
 - Tell a data-driven story for Milani to leverage with their retail partners
 - As a result, Milani was able to increase their shelf space in their top retailers by 100%
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Findings

Milani is well positioned to help grow Walmart cosmetics business by reducing space of unproductive brands and growing Milani's presence on the shelf

Additional Opportunities

Data and insights to help shape storytelling:

- Visualize incrementality in the category and test the impact of adding one more brand to the shelf
 - **Recommendation:** NIQ analysis identified brands that are saturated or approaching saturation. Retailer should reallocate space from unproductive brands.
 - Uncover opportunities across Color Cosmetics Categories and pinpoint which to boost, keep, or trim
 - **Recommendation:** NIQ analysis categorized brands that have a strong opportunity to improve the brand mix. Opportunity to improve efficiency by remixing brand offerings to focus on brands that bring incremental velocity when expanded.
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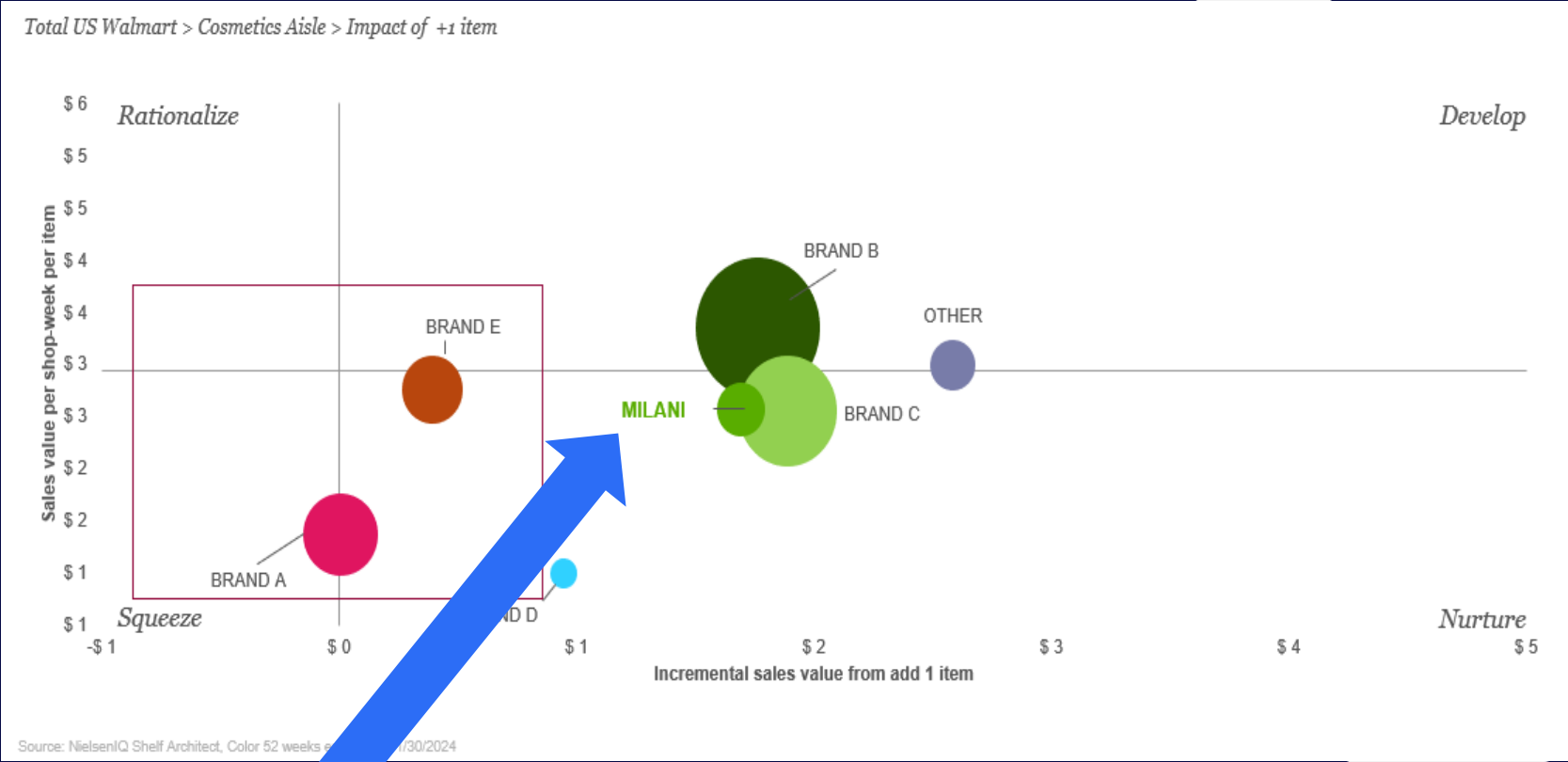
Overview of Findings

NielsenIQ



Competitive insights: NIQ was able to uncover *rival brands* and decode their retailer-specific interactions

Key Finding



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

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



Source: NielsenIQ Shelf Architect, Color Cosmetics, 52 weeks ending on 2/10/2024



Impact: Secured shelf space with an **indisputable**, shared growth narrative amid a shrinking cosmetic footprint



Unlocked

2x

shelf space at
key retailers

"The partnership with NIQ was unique because they understood the nuances of our category and helped us design a study that showed the retailers the incrementality of the brand and the dollars we could bring to them."

Jeremy Lowenstein - Chief Marketing Officer at Milani Cosmetics

Let NIQ Shelf Architect Help You:
Leverage predictive insights to optimize assortment and act on your greatest opportunities

