



# Numerator

MYTHBUSTERS

**"You have to win the stock-up trip."**

September 2019

# MYTH

*"You have to win the stock-up trip."*

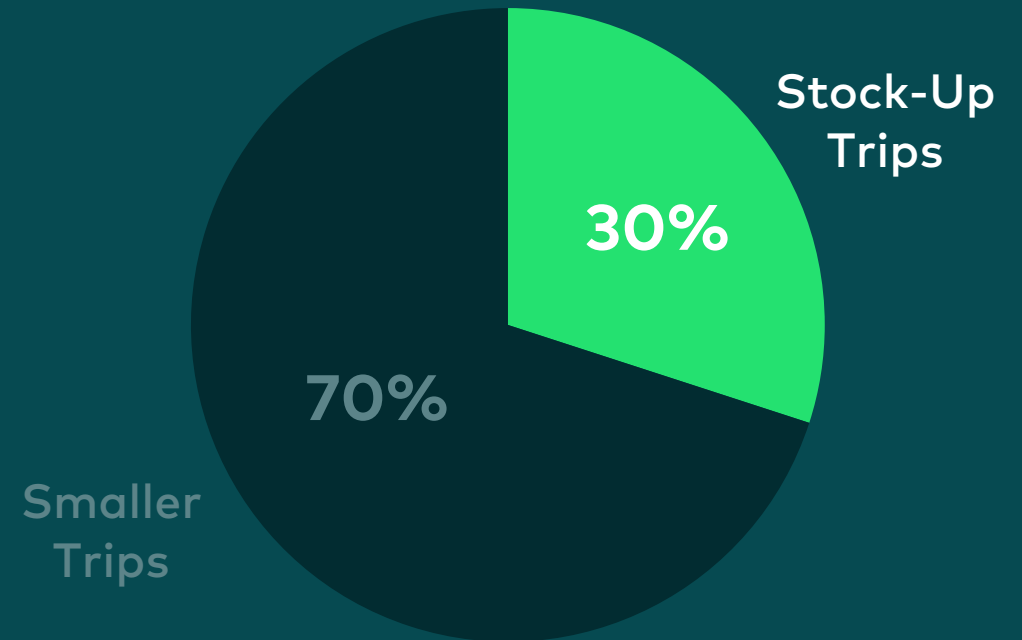


Numerator Insights 12 months ending 08/31/2019,  
"Stock-up" defined as 21+ items

# TRUTH

Only 30% of overall dollars come from stock-up trips.

% of Dollars

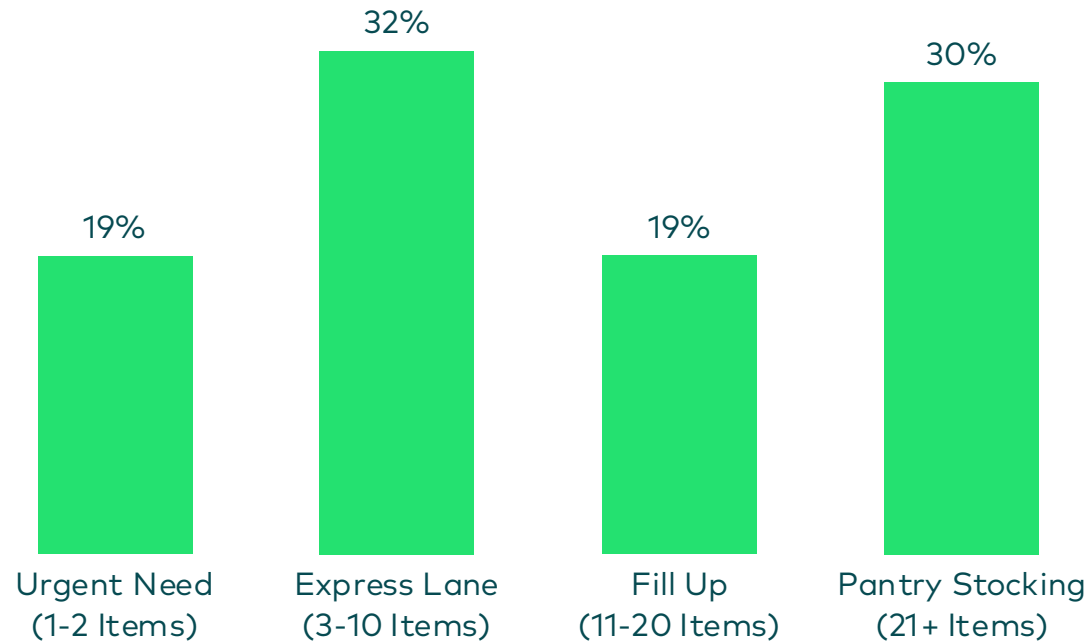


# Trips with fewer than 10 items account for more sales dollars than stock-up trips.

The sheer number of small trips make up for the fact that each trip contains fewer items.

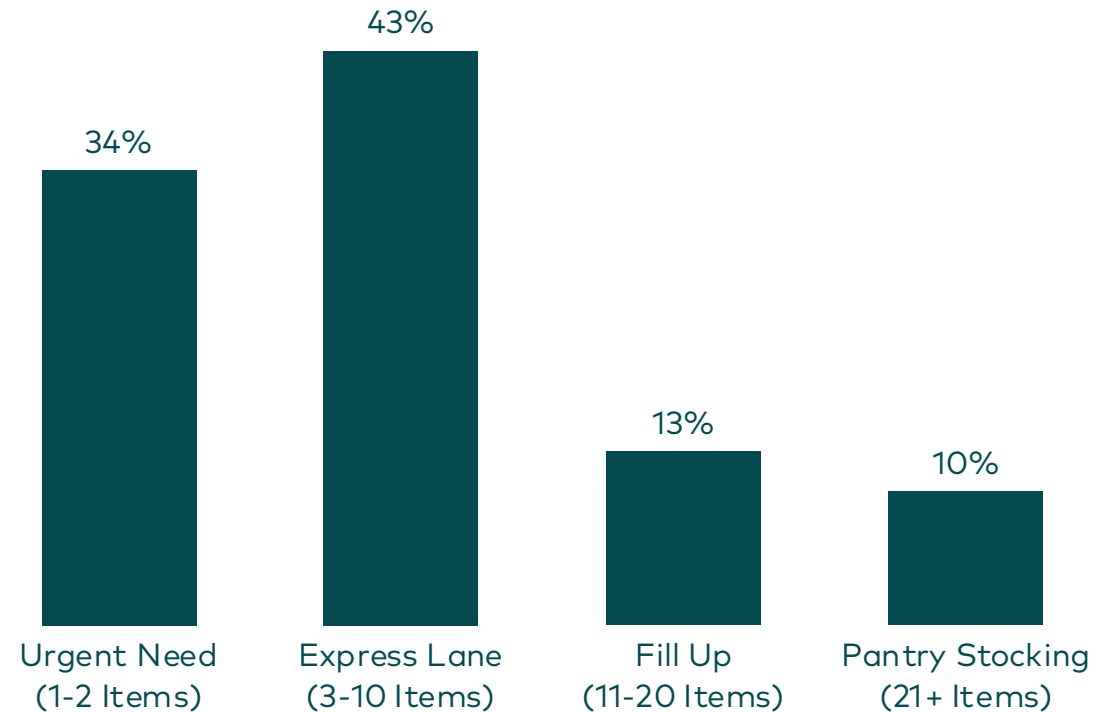
## Spending by trip type

% of Dollars



## Occasions by trip type

% of Trips

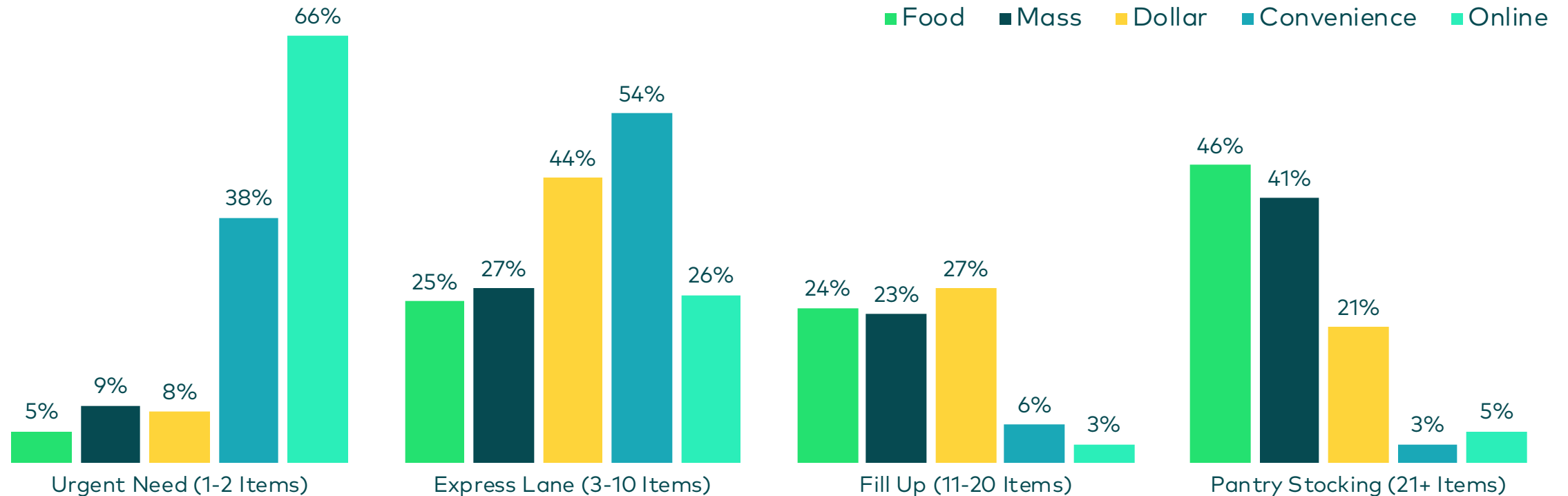


# The importance of stock-up trips varies greatly across different channels.

Stock-up trips are more important for food and mass, while smaller trips fuel online and c-store.

## Spending by trip type

% of Dollars in channel

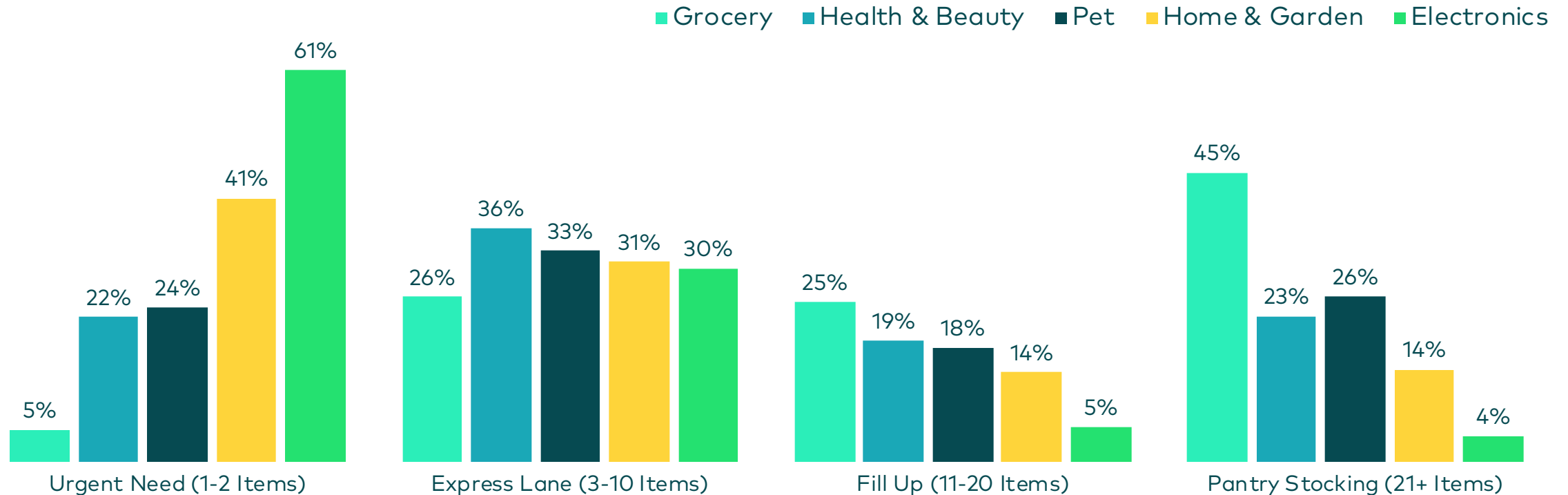


# ...It also varies across different sectors.

While stock-up trips are very important to the grocery sector, non-CPG categories like home & garden or electronics are typically purchased on smaller trip types.

## Spending by trip type

% of Dollars in sector

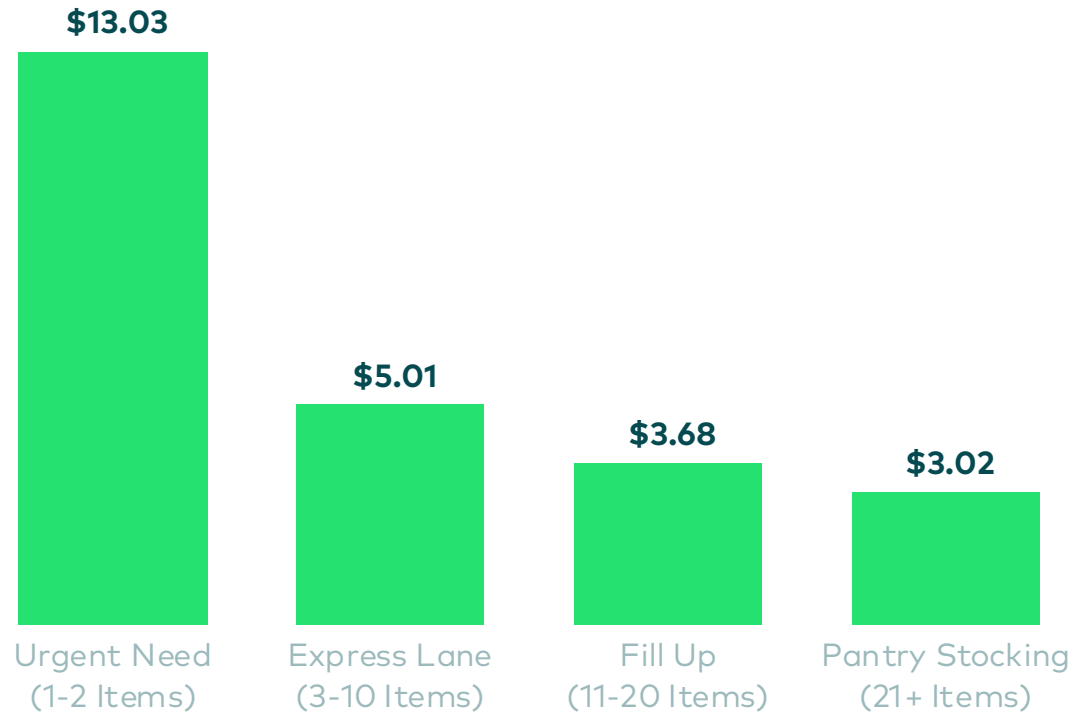


# Smaller trips are valuable in their own way.

They're more likely to contain bigger-ticket items, and they also occur more frequently, meaning more in-store traffic and opportunities for impulse buys.

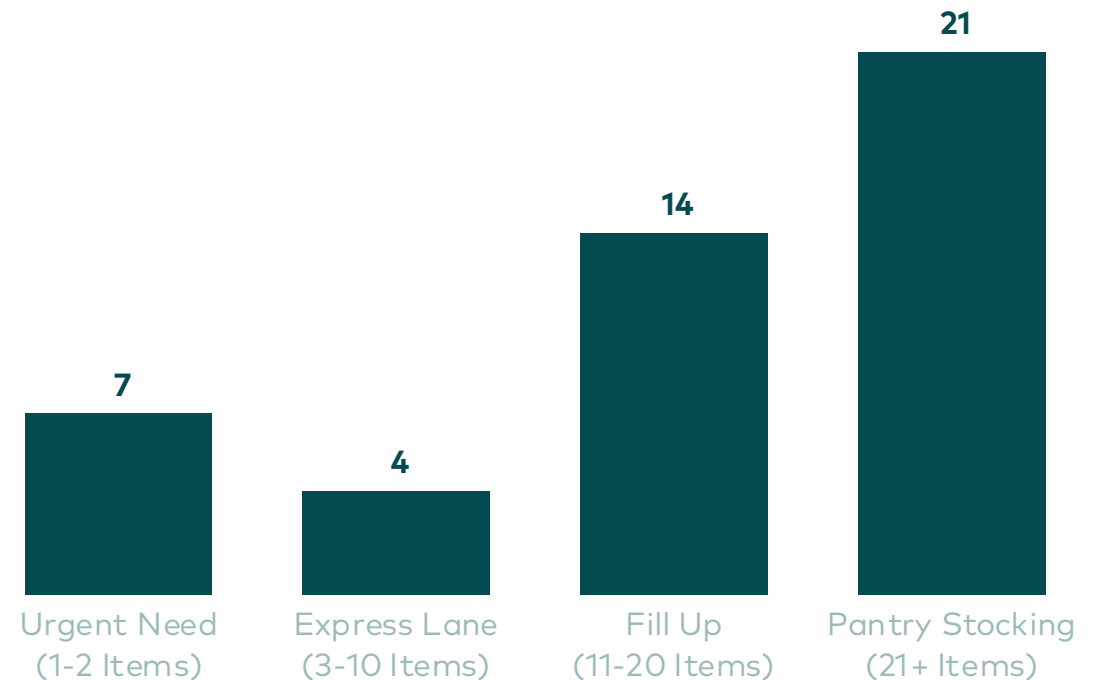
## Item Spend by Trip Type

Spend per Unit



## Purchase Cycle by Trip Type

Cycle in Days



**Success doesn't  
always require winning  
the **stock-up trip**.**

**These trips are no longer the gold standard, especially in **non-traditional** channels or for **non-CPG** categories.**

**Questions we can help to answer:**

- What other markers of success are more appropriate for my brand?
- Who are my most valuable consumers and how do they typically shop my store or category?
- How can I optimize assortment to drive more frequent trips?

Any other myths you want us to bust?  
[hello@numerator.com](mailto:hello@numerator.com)