

THE MOST IMPORTANT CONCEPT OF 2021



ON-SHELF AVAILABILITY (OSA)

- More than 2 out of 3 U.S. adults avoid shopping at a particular retail store if they encounter empty shelves.
- Nearly 2 out of 3 U.S. adults would shun a retail store due to:
 - Long check-out lines (64%)
 - Desired items out of stock (63%)
 - Difficulty finding desired items (62%)

A study done by IHL Group shows that out-of-stocks (OOS) cost retailers approximately **\$634 billion** annually. Further, the study found that if the item desired remains unavailable for **3 consecutive shopping trips**, 70% of customers will leave that said store and **NEVER** come back. In today's world, it's easy for a customer to check their smartphone to see if they can find the item at another store, leave your store, and purchase said item at a competing business.

- *Elias Amash, The Retail Advantage*

