

The 4 Gaps That Stall Faire Growth

Why Buyers Browse Your Faire Store...
But Don't Order



A SHEPG™ RESOURCE FOR FAIRE BRANDS READY TO
TURN BUYER INTEREST INTO CONSISTENT ORDERS. BUILT
FROM REAL CPG EXPERIENCE. NOT FAIRE MYTHS.

Most Faire problems aren't pricing problems. Or traffic problems.

This is where most brands get it wrong.

If your Faire store feels quiet, inconsistent, or stuck, it's usually not because:

- Buyers don't like your product
- Faire "isn't pushing you"
- You need more SKUs or discounts

It's because your store is sending **mixed signals** to buyers and the algorithm.

That's fixable — once you see it clearly.

Faire rewards clarity, not creativity.

This is the difference between being listed
and **being chosen**.

- Buyers want fast answers: price logic, margin confidence, shelf fit
- The algorithm wants signals: completeness, consistency, momentum
- Your store has to satisfy both — at the same time

When one is off, performance stalls.

Here's what this looks like in the real world

A common example:

A buyer clicks a product, likes it... Then, they have to piece together pack size, margin, use case, and shelf fit across multiple listings.

Nothing is technically “wrong.”

But the effort adds up — and buyers move on.

A pattern we see often

A beverage brand saw early traction on Faire, then went quiet for months. Nothing was “wrong” — but without a clear promo or update rhythm, momentum stalled. When activity became intentional instead of reactive, performance stabilized.

This kind of stall is easy to miss — especially when nothing appears broken.

Visibility Gap

Your products exist — but don't surface consistently.

- Inconsistent tags or categories
- Titles written for DTC, not wholesale search
- Too few SKUs to signal “real brand” status

👉 Buyers can't order what they don't find.

Conversion Gap

Buyers land on your store — and **hesitate**.

- Pricing logic isn't obvious
- Case packs don't feel retailer-friendly
- Product pages answer features, not buying questions

👉 Interest without confidence = no order.

Merchandising Gap

Your products are good — but the store doesn't sell the line.

- No bundles or opening order logic
- Too many single-SKU decisions
- Homepage doesn't guide the buyer journey

👉 Buyers want help deciding, not homework.

Momentum Gap

Early traction stalls — and nothing compounds.

- No launch or promo rhythm
- Long gaps between orders
- Store updates happen reactively, not strategically

👉 Faire favors brands that **move**.

These gaps hide in plain sight.

- Faire gives limited performance feedback
- Founders optimize like DTC brands
- You're too close to your own store

Most brands don't need more effort.

They need an **outside** lens.

This is where strategy replaces guessing.

At ShePG™, we don't "manage" your Faire store.

We diagnose what's actually happening — using buyer behavior, wholesale logic, and real-world CPG experience — then give you a clear, **prioritized** plan.

No fluff. No dashboards required.

YOU DON'T HAVE TO FIX EVERYTHING

Most Faire stores don't stall because the brand isn't ready. They stall because one or two gaps quietly block momentum. Once you know which gap matters most, everything else gets simpler.

Two Ways to Get Clarity

How you move forward depends on what you want clarity on *right now*.

Quick Clarity

A high-level outside look at what's helping or hurting your store today.

- No prep
- No dashboard access required
- Clear takeaways you can act on immediately

Best if: you want to understand which gap is costing you the most before investing more time or effort.

👉 [Request a Quick Faire Store Review](#)

Deeper Strategy

A deeper strategic breakdown across visibility, conversion, merchandising, and momentum.

- Built for brands already on Faire
- Prioritized fixes (not a long to-do list)
- Designed to support real growth — not guesswork

Best if: you're ready to optimize, not experiment.

👉 [Explore the Full Faire Audit](#)

No prep. No dashboards. No pressure.

Just clarity — from someone who understands wholesale.