

Walmart Luminate Case Study

E.T. Browne and Palmer's: Using Shopper Behavior Assortment Deep Dive to Gain Item Placement via Incrementality and Non-Substitutability



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Walmart Luminate Case Study: Palmer's

E.T. Browne is a family-owned company that has been around as long as the typewriter and safety pin with products that are made locally in the US. Their ethically-and-sustainably-sourced products, including their Palmer's brand, are currently sold in more than 110 countries across the globe.



110
countries
worldwide

A world map with 110 countries highlighted in orange, representing the global reach of Palmer's products.



Walmart Luminate Case Study: Palmer's

The opportunity:

Palmer's beauty and personal care products are found across 8 different categories with each having multiple product types, including hand and body lotion, hair care, face care, and more. They hoped to expand their assortment, but with an already robust product lineup, they needed to do so tactfully.



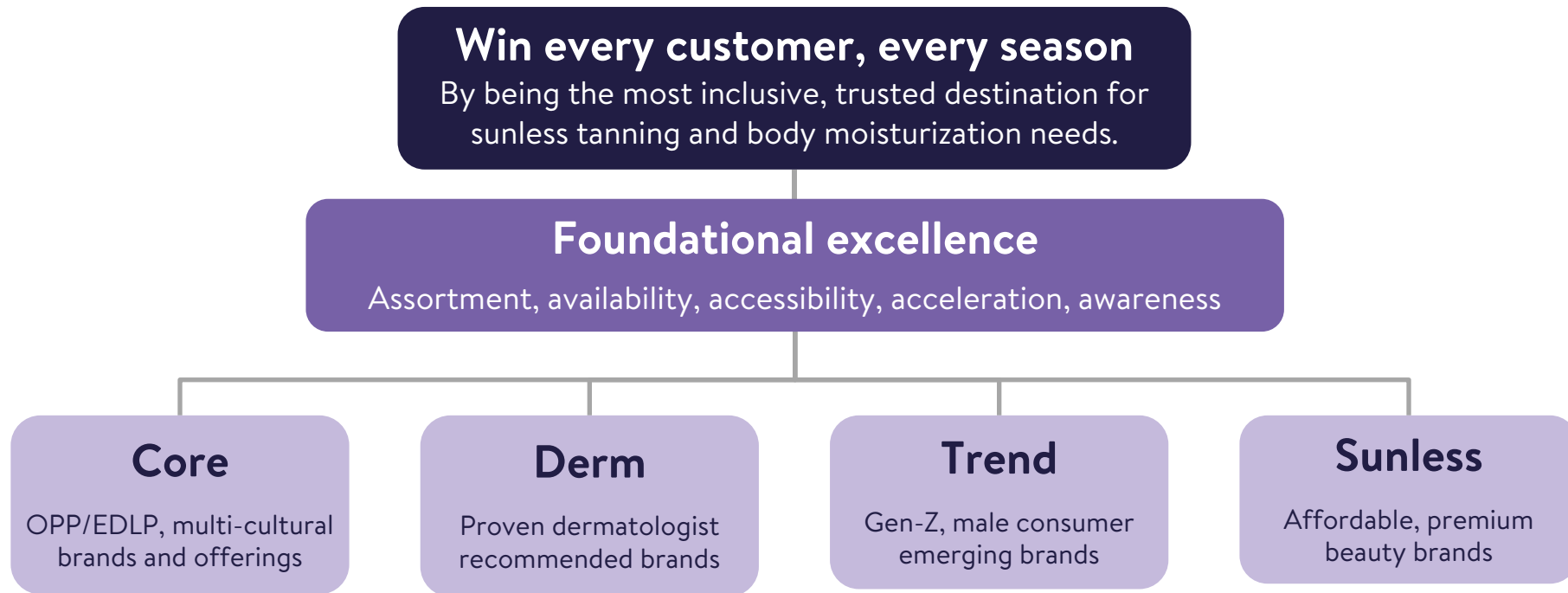


Walmart Luminate Case Study: Palmer's

The opportunity:

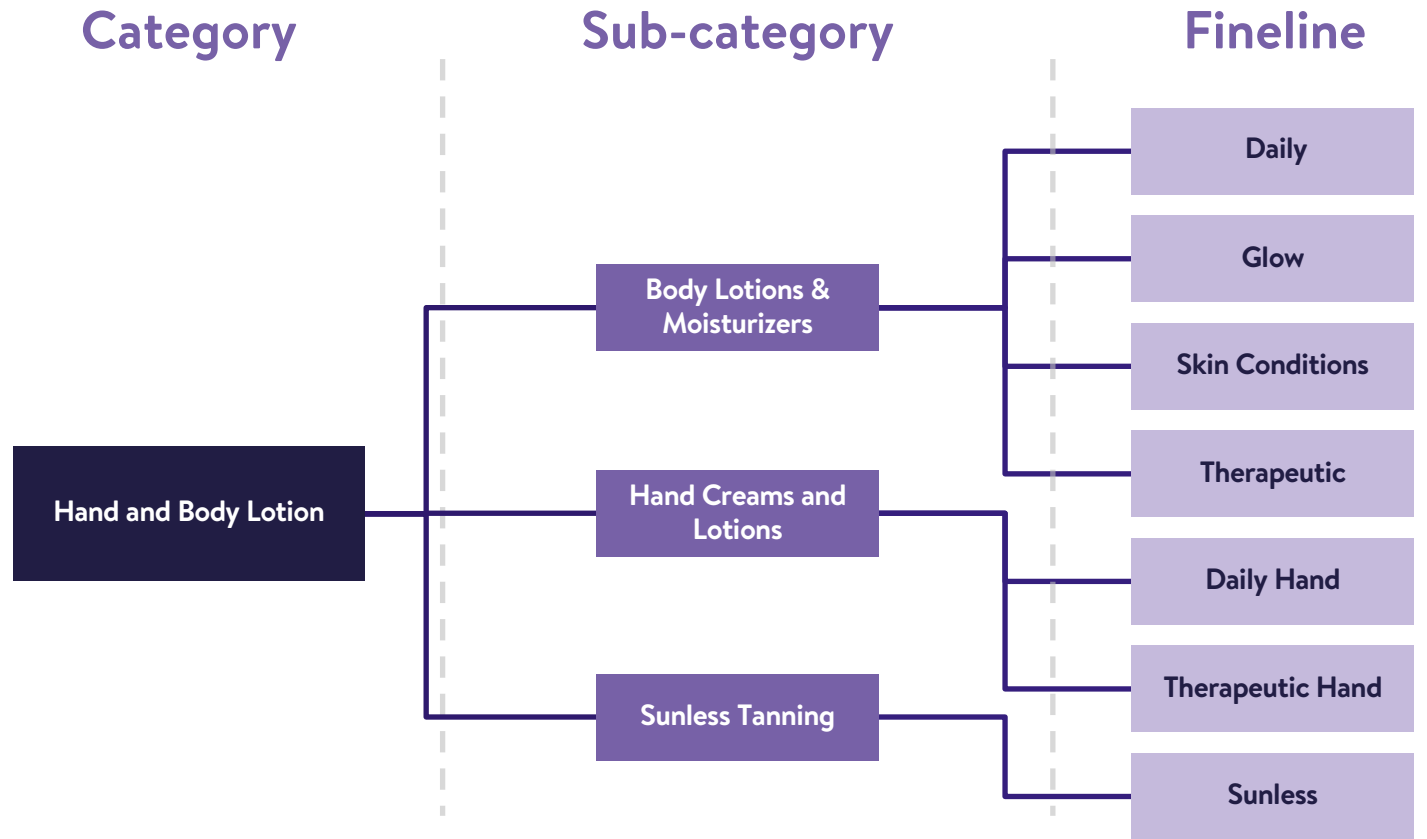
The team at Palmer's wanted to add two new sizes of their already existing brands but needed to ensure that the additions would not cannibalize the current assortment. To accomplish this, they partnered with their Merchant to work within Walmart's current Hand and Body Lotion Strategy.

Walmart's hand and body lotion strategy



PALMER'S Walmart Luminate Case Study: Palmer's
The approach:

They began the process by reviewing the current hierarchy of Walmart's Hand and Body Lotion category with Walmart Luminate Shopper Behavior **Assortment Deep Dive**.

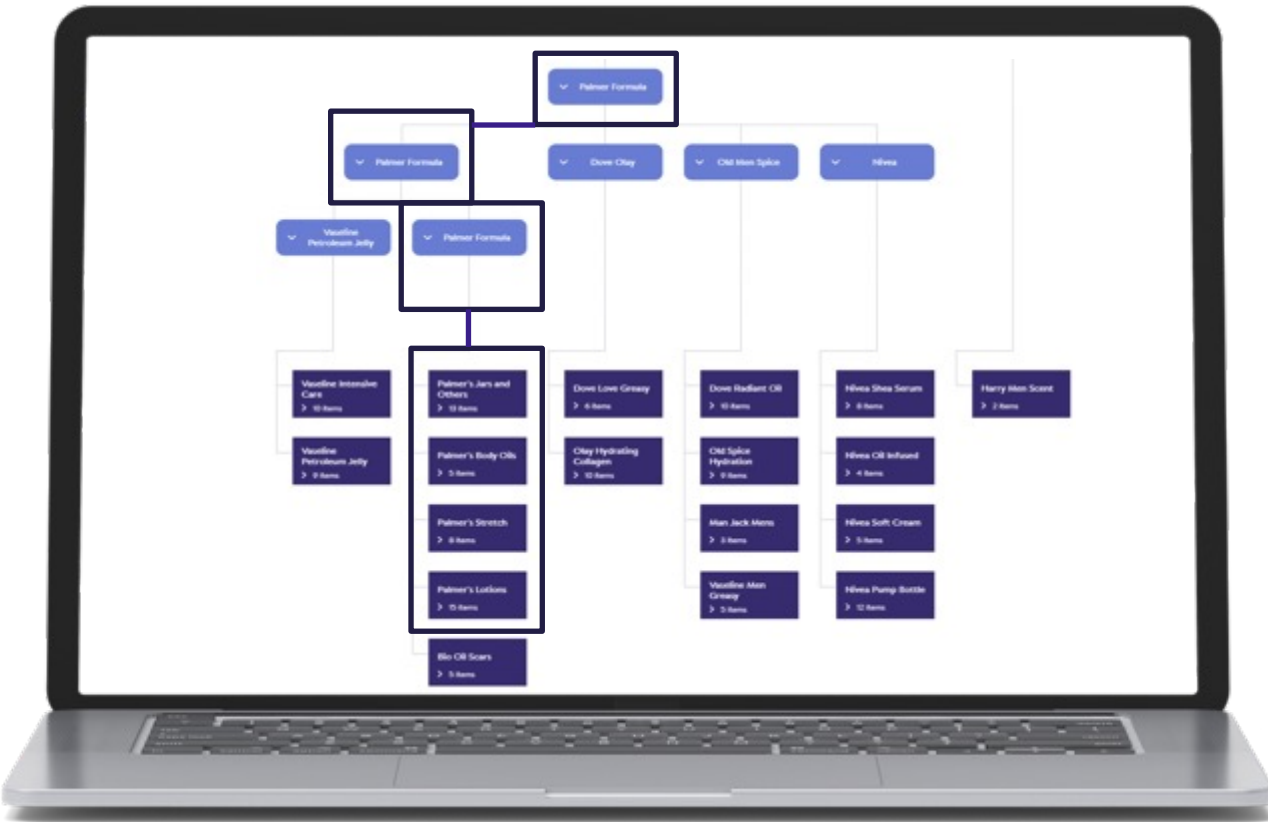




Walmart Luminate Case Study: Palmer's

The approach:

Then they utilized Walmart Luminate Shopper Behavior **Assortment Deep Dive** to review the consumer decision tree and the Customer Priority report.

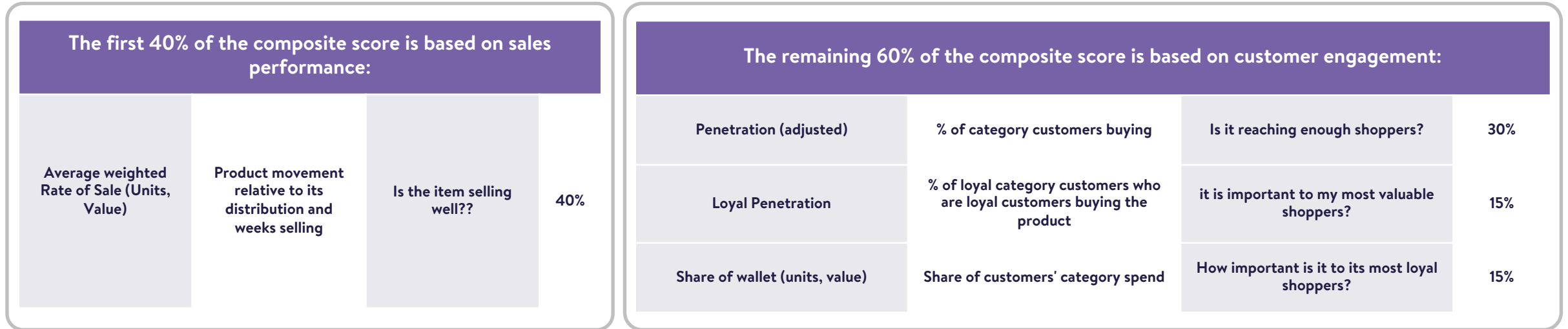
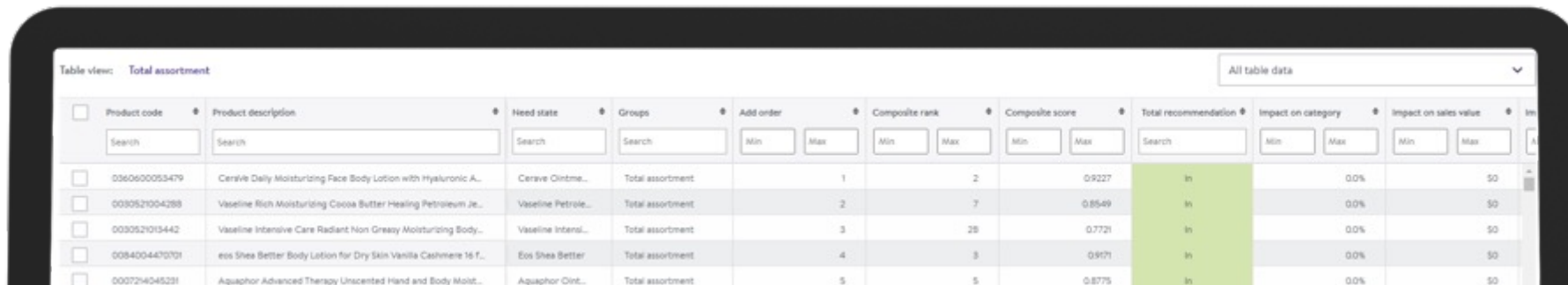


Walmart Luminate Case Study: Palmer's

The approach:

These reports helped them understand if their items were selling well or not, if they were reaching enough shoppers, and how important it was to their most loyal shoppers.

How is Composite Rank calculated

Product code	Product description	Need state	Groups	Add order	Composite rank	Composite score	Total recommendation	Impact on category	Impact on sales value
0360600053479	Cerave Daily Moisturizing Face Body Lotion with Hyaluronic A...	Cerave Clintme...	Total assortment	1	2	0.9227	In	0.0%	\$0
0030521004288	Vaseline Rich Moisturizing Cocoa Butter Healing Petroleum Je...	Vaseline Petrole...	Total assortment	2	7	0.8549	In	0.0%	\$0
0030521013442	Vaseline Intensive Care Radiant Non Greasy Moisturizing Body...	Vaseline Inten...	Total assortment	3	28	0.7721	In	0.0%	\$0
0084004470701	eos Shea Better Body Lotion for Dry Skin Vanilla Cashmere 16 f...	Eos Shea Better	Total assortment	4	3	0.9171	In	0.0%	\$0
000724045231	Aquaphor Advanced Therapy Unscented Hand and Body Moist...	Aquaphor Clint...	Total assortment	5	5	0.8775	In	0.0%	\$0

Walmart Luminate Case Study: Palmer's

The approach:

When working within the Walmart Luminate Shopper Behavior **Assortment Deep Dive**, the team at Palmer's had a few key callouts they were looking for to help validate their process:

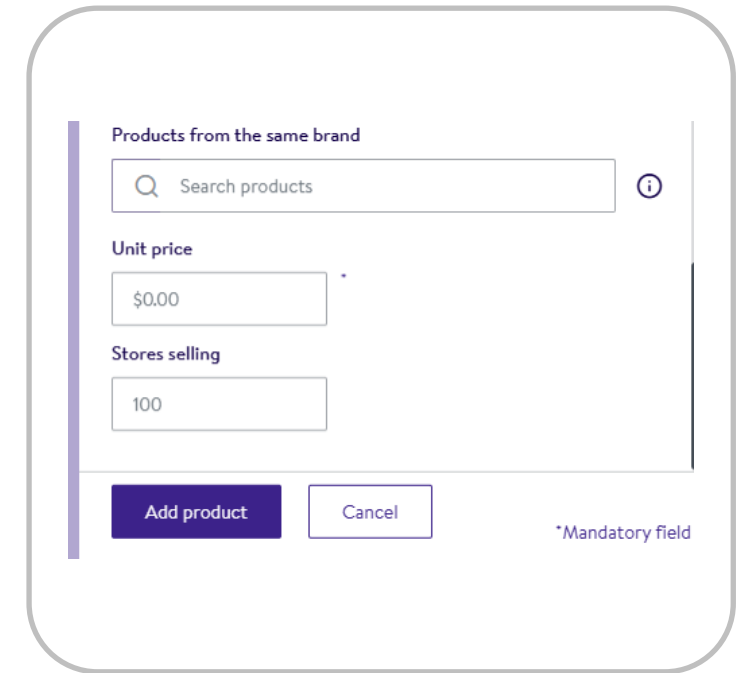
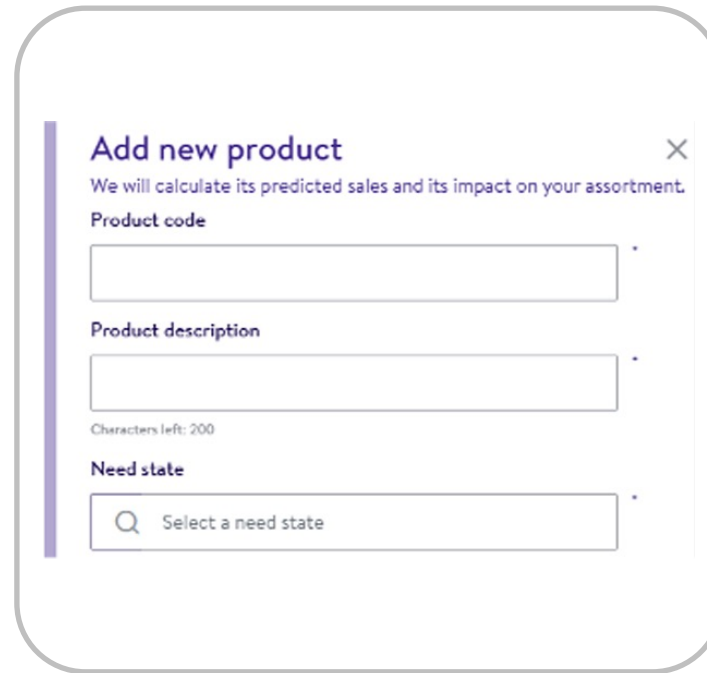
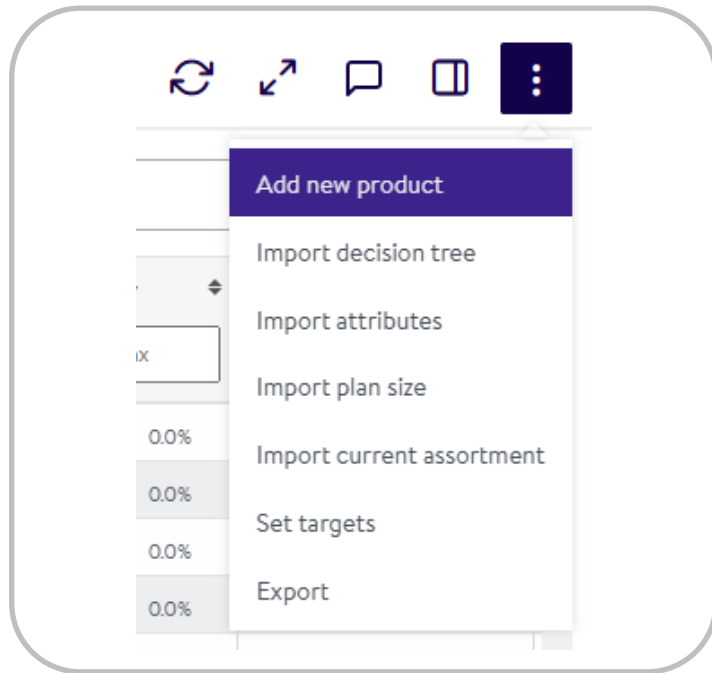


- Ensure Category Hierarchy Makes Sense
- Run a Customer Priority Report
- Exclude Products with Limited Distribution
- Validate the Consumer Decision Tree (CDT)
- Run Auto de-list recommendation
- Export Customer Priority Metrics
- Summarize Key Learnings

Walmart Luminate Case Study: Palmer's

The approach:

This process validated that Palmer's should see item placement via incrementality and non-substitutability, meaning they would fit the core offering and could gain distribution without cannibalization.





Walmart Luminate Case Study: Palmer's

The results:

The two new items were added to the assortment and the growth was **91% incremental** confirming what the Walmart Luminate data predicted: The items saw very little non-substitutability and were not cannibalizing other offerings in the category.

91%
Incremental
growth

Substitutes Metrics Impact

What is the impact on my category? [See units](#)

\$347,177 = **\$382,551** + **-\$35,373**
 Net impact Predicted sales Cannibalised sales

Which products is it cannibalising?

Product code	Product description	Losses
000000000000	Palmer's Coconut Oil Formula Body Lotion ...	▼ -\$9,832
000000000000	Palmer's Cocoa Butter Formula Daily Skin L...	▼ -\$5,833
000000000000	Palmer's Shea Butter Formula Hair Care Pro...	▼ -\$5,549
000000000000	Palmer's Coconut Oil Formula Body Lotion ...	▼ -\$3,656
000000000000	Palmer's Cocoa Butter Formula Daily Skin L...	▼ -\$2,604
000000000000	Palmer's Cocoa Butter Formula Daily Skin L...	▼ -\$1,817
000000000000	Palmer's Coconut Oil Formula Body Child B...	▼ -\$1,757
000000000000	Palmer's Cocoa Butter Formula Moisturize...	▼ -\$1,731
000000000000	Palmer's Cocoa Butter Formula Lip Balm ...	▼ -\$1,298
000000000000	Palmer's Cocoa Butter Formula Solid Balm ...	▼ -\$1,298