

## Product Innovation: Perception meets reality

Shopper sentiment can make or break a new product launch. Walmart Luminate **Customer Perception and Shopper Behavior** helped an established brand validate customer responses to move into a new category with confidence.

### The opportunity

A well-known brand wanted to move into a potential white space, but the customer response to a new product was uncertain.

- If the brand could break into the category, they could capture over \$500k in estimated annual return
- A successful launch could also strengthen their category appeal to price-sensitive customers

### The insights

Walmart Luminate helped shore up the strategy for the new product.

- Analysis of Shopper Behavior data confirmed white space for the category
- Customer Perception revealed customer sentiment that further validated the strategy: **over 62% of customers said that they would probably or definitely purchase** the product, and **44% would likely routinely purchase** the product

### The result

With these compelling insights, the supplier worked with their Merchant to launch into a new category for incremental growth.

- Their new offering was **launched in 1,000 stores in 2023**
- Early results indicate a strong over-index with price-sensitive customers compared to other national brands

