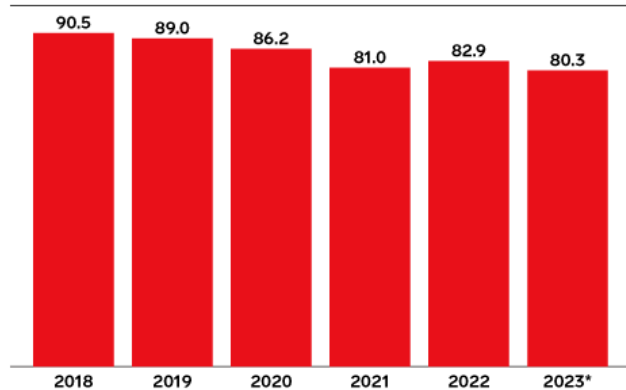


The number of grocery store displays is decreasing

Article



Average Number of Weekly US Grocery Store Displays, 2018-2023*



*Note: includes displays in lobby, front end cap, back end cap, all other end cap, in-aisle, perimeter/racetrack, seasonal/promotional; excludes pandemic week in 2020; *52 weeks ending Q3 2023*

Source: Circana, "2023 Grocery Display Trends,"

284290

Insider Intelligence | eMarketer

Key stat: US grocery store displays averaged 80.3 per store in 2023, a decline 10.2 from 2018, according to Q3 2023 data from Circana.

Beyond the chart:

- The greatest decline in displays by department has come from general food, alcoholic beverages, and beauty products, per Circana. Meanwhile, displays in sports drinks and juice categories are on the rise.
- Retailers should place displays where they will go the furthest, such as in aisles and departments that are shopped during quick trips, where impulse buying is likely.
- Even as the number of displays decline, US in-store retail media ad spend, which includes promotional displays, is on the rise, projected to jump 35.3% this year for a total of \$370 million, per our October 2023 forecast.

Use this chart:

- Strategize retail media spend on in-store displays.

More like this:

- [3 recent developments in in-store retail media](#)
- [A guide to in-store tech and how it can fuel omnichannel retail media strategies](#)
- [4 trends that have the potential to shape grocery in 2024](#)

- How to build in-store retail media from the ground up