

## **InfoScout's Omnichannel Consumer Panel Finds Significant Growth in 'Blind Spot' Retail Channels**

### **Retailers Sharing POS Data Indicate Annual Declines, However Non-POS Sharing Retailers Experienced a 12% Sales Increase Over Last Year**

CHICAGO--([BUSINESS WIRE](#))--Leading market intelligence company, InfoScout, announced today that its omnichannel consumer panel has reported sales declines among traditional retailers that share their point of sale (POS) data, as consumer demand shifts to non-traditional growth channels, such as Amazon, Aldi, Lidl, Trader Joe's, and convenience stores. Sales among retailers tracked by syndicated POS data reported a -0.3% decline in sales for the most recent 12 months ending February 28, 2018; however, retail sales tracked by InfoScout in "blind spot" channels invisible to syndicated POS increased 12.3%.

This revelation was obtained through InfoScout's omnichannel consumer panel, which is now comprised of more than 500,000 American consumers—a participation landmark that makes the panel larger than all other consumer purchase panels around the world combined. Participants in the panel continuously report purchases from every shopping trip and dining occasion, including traditional grocery, big box, eCommerce (including Amazon), club and specialty, convenience, and quick service restaurants (QSR). Collectively, the panel provides InfoScout and its clients with visibility into more than one out of every 500 shopping trips in America.

"CPG companies have relied upon retailers to syndicate their POS data for decades as the basis for understanding market trends, but our consumer panel is revealing that POS data alone only illuminates a portion of the market, and that portion is shrinking," said Jared Schrieber, Co-founder & CEO of InfoScout. "In reality, retail sales are increasing, but just not in the channels that legacy methods of tracking can capture. The industry is demanding visibility into retail's growth channels, which is why we continue to make investments in our panel to ensure it captures a representative sample of consumer behavior in every emerging growth channel."

In addition to identifying an expansion of "blind spot" channels, InfoScout also found that eCommerce grew 18% over last year and now accounts for 16% of all omnichannel consumer goods sales. The most significant factor driving online sales growth is attributed to the increased trip frequency with which existing online shoppers are transacting with e-tailers. InfoScout's data indicates that Amazon is benefitting from this trend more than any other retailer by capturing 80% of all growth in eCommerce for consumer goods.

#### **About InfoScout**

InfoScout, now part of the Market Track family, helps brands and retailers grow via next-generation consumer insights derived from America's largest purchase panel. Through its portfolio of proprietary mobile apps that engage a representative sample of American shoppers, InfoScout captures nearly 1 out of every 500 shopping trips made across the country. These shoppers also complete in-the-moment surveys to more fully explain the "why behind the buy." With over 200 million brick-and-mortar and eCommerce receipts captured annually, InfoScout has rapidly become a primary source of real-time, omnichannel behavioral insights for industry leaders such as Procter & Gamble, J&J, Red Bull, Kroger, and Samsung. For more information, please visit <http://www.infoscoutinc.com>.