

# Study reveals SHIFT IN SPENDING

Changing retail needs have boosted sales of fixtures, digital signage, and mannequins *By Madeline Baumgartner*

**T**he shopper-marketing and store-fixture industries take their leads from trends in retail environments. Current trends have been prompting steady declines in usage of traditional P-O-P and temporary signage over the past few years. On the flip side, expenditures on digital signage, store fixtures, and mannequins have been rising, according to the *2016 Shop! Industry Size & Composition Study*.

Conducted for Shop! by Euromonitor International, the new study was sponsored by Menasha and Stylmark. The

report focuses on Shopper Marketing and Visual Merchandising/Store Fixtures in North America, delving into product performance and details of the supplier market.

Opportunities for P-O-P displays have been curtailed by shrinking retail footprints and a desire for clean sightlines. Temporary displays are taking the biggest hit with this reduction in P-O-P demand. These same trends are dictating that store fixtures maximize space utilization and do more with less, creating demand for fixtures that are portable and/or adjustable.

Retailers are using store fixtures to aid in the creation of the store itself as a brand, as well as the creation of a place for customers to experience brands. To facilitate this trend, displays and fixtures are becoming more sophisticated to include digital and interactive features, better lighting, and movement.

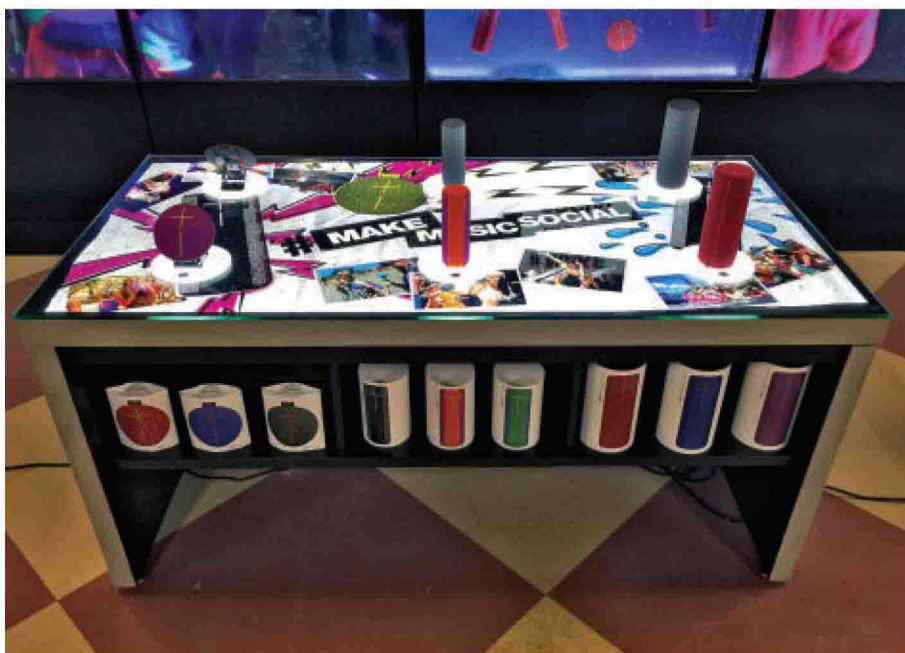
Fixtures also are serving multiple functions and are being used to connect online with in-store retailing. This allows brands and retailers to present a cohesive and comprehensive story. Displays and fixtures cater to the online experience through convenience and ease of access. They can also help bridge the gap by continuing marketing themes, colors, and images from online to offline.

As stores are being remodeled and refreshed more frequently, lead times are shortening for fixtures and permanent displays. To meet faster timetables, suppliers are being asked to provide turn-key solutions. Suppliers are also feeling increased pressure to stay informed, anticipate trends, and provide solutions to retailers.

Keeping ahead of these and other trends will help suppliers remain competitive. Companies anticipating and addressing new trends will thrive, while others may disappear. As the look, feel, and experience of retailing changes, so too must suppliers.

Learn more about the P-O-P and store-fixture industries at [shopassociation.org/industry-reports](http://shopassociation.org/industry-reports).

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*While traditional P-O-P dwindles, brands are turning to interactive displays to engage consumers and boost sales. This product table, part of a shop-in-shop for UE Boom, allows shoppers to experience speaker performance and understand product features. Rapid Displays designed and produced the experiential shop, which was deployed in Best Buy stores throughout Canada.*