



GENERAL MERCHANDISE IS ESSENTIAL FOR TODAY'S SHOPPER

It is undeniable that online retailers are capturing an ever-increasing share of many general merchandise (GM) categories which has threatened profitability of the GM categories that brick-and-mortar retailers continue to rely on to build high-margin baskets. While brick-and-mortar retailers seek to remain competitive against many specialty and emerging GM sellers, they must re-evaluate their GM strategies on a category-by-category, platform-by-platform, and customer-segmentation basis in order to fine-tune their offerings and stay relevant with their core shoppers.

“We’re making progress on many fronts, but we need to do more and move faster, especially with our assortment including marketplace. Our strength is being driven by food, which is good, but we need even more progress with general merchandise. Our customers want that, our marketplace sellers want that, and so do we.”

– Doug McMillon, CEO, Walmart

Through a shopper-centric lens, GMDC is revealing pockets of growth that relate to several trends that are impacting the sales of GM across various channels. By supporting this research initiative, you will help the industry obtain a secure grasp:

- How and where GM is migrating rapidly to new marketplaces
- What recurring purchases of GM are still expected by consumers in the store
- What emotional role GM plays in the store and how new adjacent strategies can deliver renewed interest
- Where reduced assortment can actually benefit your offering, and what GM categories need expansion
- New learning around shopper personas and how GM products fill unique needs/wants
- What trends are emerging regarding where shoppers expect to find GM products that are top-of-mind

SPONSORSHIP OPPORTUNITIES

Platinum Level – \$40,000 (Company Exclusivity & Participation in GMDC Education Programming, Retail Focus Group, plus ROI listed below)

Gold Level – \$30,000 (See ROI Below)

Support Levels – \$10,000-\$20,000

(Call for details, custom packages available)

SPONSORSHIP ROI:

- Public Relations and Trade Press Coverage with major Industry Publications and Consumer Press
- Awareness to 14,000 GMDC Newsletter Subscribers of Retail & CPG Execs
- GMDC Social Media Coverage
- Branding Recognition on GMDC Website
- Dedicated Campaign to Retail Execs



QUESTIONS? NEED HELP?

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