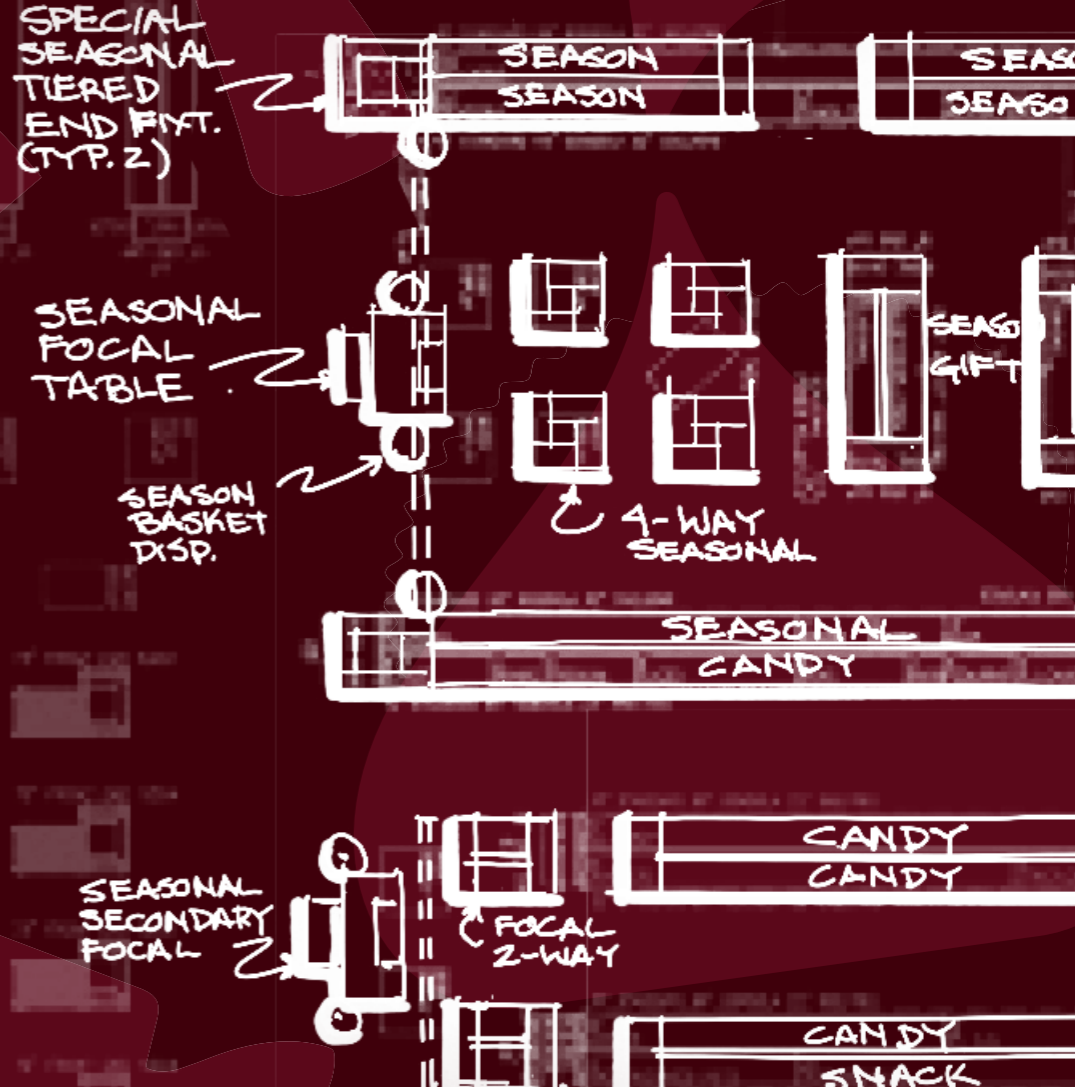


Hershey is Imagining the Future of Retail—and then Designing It

The retail landscape is evolving. In the next five years, more than 40,000 store remodels and new store openings are on tap, according to research by The Hershey Company. That will mean more self-checkout lanes, less display space and increased competition for shoppers.



To meet these challenges, Hershey is partnering with retailers and designing custom solutions that delight shoppers and drive sales.

Here's how:

40,000+

Remodels and new stores in the next 5 years



1. Boosting self-checkout sales

By using eye-tracking goggles to research shopper behavior, we developed six design principles, including the queue shape and size, height and lighting to give consumers—and retailers—what they want.



2. Making candy shopping fun

For brick-and-mortar stores, we're leveraging environmental retail design expertise, and collaborating with 300 retailers in 2023 to design blueprints for exciting in-store experiences consumers love, like experiential store-within-a-store candy emporiums.



3. Customizing displays

Today's digital technology and automation allows for new levels of customization, and we're applying that to merchandising displays (with the help of robots). Our agile fulfillment model lets us personalize displays with the right mix of products at the right volume for the right store. As display space shrinks, we're helping retailers do more with less.



Agile Fulfillment

Flexible solutions that allow retailers to select the variety—and count—of products showcased.



For decades, Hershey has been designing retail experiences and researching what consumers want. Now, we're putting our shopper-driven solutions to work by joining forces with retail partners to co-create in-store experiences that benefit everyone. Learn more about Hershey's retail expertise.

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