

# SHOPPER INTELLIGENCE

Why Availability  
Matters More Than Ever

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Shoppers are arriving in-store more prepared, often knowing not just the category they want, but the exact brand they plan to buy.

Brand pre-selection is now at an all-time high, making availability a critical driver of success.

This creates a clear priority for brands: understanding where availability matters most, and where to focus engagement with retailers to have the greatest impact.

# In some categories being OOS is less of a problem – but for many this is a big challenge with different types of risk

The level of planning is important – highly planned categories have shoppers that expect to find what they are looking for

If the category is a key reason why people go shopping, being OOS runs the risk of losing the whole basket to a competitor

For some categories, availability is one of the most important factors. In these situations, OOS must be avoided at all costs

Ultimately, the risk of losing the sale altogether must be understood. Categories with high walk away rates fall into this bracket



Shoppers that plan know what they want to buy, so it follows that highly planned categories need to have sufficient stock available to complete the purchase

### Top 10 Categories Planned

Categories where the shopper had planned to buy the category before they entered the store

**Milk**

**Packaged Bread**

**Cat Food**

**Eggs**

**Butter/Margarine**

**Fruit**

**Vegetables**

**Laundry Detergent**

**Coffee**

**Dog Food**

When the category is the key reason why you went shopping in the first place, being unavailable can lose the basket. Multiple events of OOS can even lose the shop permanently

### Top 10 Categories Main Reason I Go Shopping

Categories that are the primary reason why the shopper went to the store in the first place

**Baby Formula**

**Ambient Convenience Meals**

**Disposable Nappies**

**Classic Beer**

**Fresh Beef**

**Liquid & Portable Breakfast**

**Long Life Milk**

**Fruit**

**Sports Health Food**

**Meal Kits**

Categories have differing levels of importance across factors – but when shoppers say availability is important, extra attention needs to be given to stock levels

### Top 10 Categories Importance Of OOS

Categories where availability of product is very important to the shopper

**Hair Colour**

**Baby Formula**

**Adult Care**

**Wound Care**

**Liquid & Portable Breakfast**

**Disposable Nappies**

**Boxed Chocolate**

**Baby Food**

**Chocolate Bags**

**Dog Food**

If their first choice isn't available, these are the categories where the risk of walking away entirely is the highest. No stock, no sale – and a significant chance that a different store may end up the winner

## Top 10 Categories Walk Away

Categories where the shopper will walk away if their first choice isn't available

**Vegetables**

**Fresh Beef**

**Fresh Pork**

**Mince**

**Fresh Fish**

**Fruit**

**Cat Food**

**Soft Drink**

**Fresh Lamb**

**Frozen Convenience Meals**

Want to know what you need to talk to your retailers about to address the risk of OOS in your category?

**TALK TO A SHOPPER EXPERT TODAY TO FIND OUT**



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