



INSTORE INSIGHTS

2026

A new biannual publication from ECR Community featuring practical examples of how retailers and suppliers are transforming the in-store shopping experience around the world.



OVERVIEW

Physical stores continue to play a central role in how shoppers discover products, compare alternatives, interact with brands and make purchasing decisions.

ECR InStore InSights is a biannual publication from ECR Community that highlights instore innovation around the world. These real examples of retail execution are submitted by the ECR national organisations. Through short case studies and visual examples, the publication highlights how retailers, manufacturers and solution providers are improving the shopping experience, supporting category growth and delivering business results.

The featured initiatives span multiple areas including:

- Shopper Marketing
- Retail Media
- Category Management
- Sustainability
- Store Operations
- Automation and Technology
- Omnichannel Retailing
- Convenience and Fulfilment Solutions

This inaugural edition includes contributions from Ireland, Italy, Greece, China, France and Switzerland. The examples demonstrate the breadth of activity taking place across the ECR Community network and illustrate how retailers and manufacturers are innovating instore.



ABOUT US



ECR Community is the global network of national ECR organisations, bringing together retailers, manufacturers, service providers and industry associations to collaborate on the opportunities and challenges changing the consumer goods industry.

Today, ECR Community network includes more than 20 national member organisations across Europe, Asia, Middle East and the Americas, representing thousands of retail and FMCG professionals. The network provides a neutral platform where businesses can share best practices, exchange insights and work together on topics that benefit the entire industry.

Key areas of focus include:

- Category Management
- Supply Chain Excellence
- Sustainability
- Digital Transformation, AI and Emerging Technologies
- Shopper and Consumer Insights
- Collaboration

Through conferences, research, working groups, benchmarking studies, publications and webinars, ECR Community enables members to learn from one another and accelerate positive change across the industry.

EXECUTIVE SUMMARY

Physical retail continues to evolve at an unprecedented pace. Today's stores are no longer simply points of sale; they are media channels, fulfilment centres, brand experiences, service hubs and destinations for shopper engagement.

This first edition of ECR InStore InSights showcases what's new instore.

Creating Memorable Brand Experiences

Retailers and manufacturers are investing in immersive in-store activations that capture attention, increase engagement and drive trial, as demonstrated by Goodfella's, Bird's Eye, Barilla and Purina.

Leveraging New Retail Media Opportunities

Digital screens, store takeovers, branded environments and connected shopper journeys are helping brands influence purchase decisions closer to the point of sale.

Using Innovation to Improve Convenience

Examples from Italy and China demonstrate how automation, frictionless shopping and fulfilment technologies can improve operational efficiency while enhancing the customer experience.

Supporting More Sustainable Consumer Choices

Initiatives in France show how retailers are encouraging circular economy models and helping shoppers adopt more sustainable consumption habits through rental services and reusable product solutions.

Reimagining Categories Around Shopper Needs

Examples from Switzerland and France illustrate how retailers are moving beyond traditional category structures to organise products around shopper missions and decision-making occasions.

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THE FIRST COCA-COLA AUTOMATIC STORE

Date: January – April 2026 during Milano Cortina 2026 Olympic Winter Games

Retailer: Main Media Center (Milano) operated by Compass

Supplier: Coca Cola HBC

Brand: Coca-Cola portfolio

Objective:

Drive incremental consumption through a seamless, fast and 24/7 purchasing experience in a high-traffic environment.

Methodology

AI-powered, frictionless shopping experience (computer vision + sensors) with no queues and full autonomy

What stands out!

Deployment of an autonomous, checkout-free retail kiosk within the Main Media Center.

Results

Improved customer experience, extended availability, increased efficiency and strong brand visibility. 1/3 of purchases made outside store opening hours 9 – 20. Pick of purchase 7 AM and 1 AM



In 2026, The Coca-Cola Company deployed an autonomous retail kiosk at the Main Media Center in Milan during the Milano Cortina Olympic Games.

The Main Media center is the Olympic press and broadcaster center located at Allianz MiCo in Milan that hosted 7.000 people.

The solution enabled a fast and seamless shopping experience, allowing consumers to enter the store scanning their credit cards, pick products beverages, snacks, coffee and exit without checkout.

All this supported by a sophisticated technology made of 50 cameras, facial recognition and shelf sensors.

The initiative expanded consumption occasions taking advantage of 24/7 service for onsite consumptions, improved operational efficiency and reinforced Coca-Cola's positioning as an innovation leader in next-generation retail.





Date: from 19 September to 19 October 2025

Retailer: MediaWorld Tech Village Porta di Roma

Supplier: Luigi Lavazza S.p.A.

Brand: Lavazza



Objective

Maximize Lavazza visibility in GDS, increasing shopper engagement and driving sell-out through a premium brand experience.

Methodology

A large-scale in-aisle takeover was implemented in the high-footfall Experience zone across an 8x7 m area, supported by a dedicated promoter for tasting and shopper engagement.

What stands out!

Lavazza's first activation in the store's Experience zone featured the iconic Autobar Tigrotto, reinterpreted with 100% recyclable paper-based materials and combined with impactful display elements for maximum visibility in GDS.

The Autobar Tigrotto was a fully equipped mobile coffee bar created to expand Lavazza's presence across Italy, one espresso at a time, stopping in town squares throughout the country to bring the brand directly to consumers.



The activation delivered strong sell-out and recruitment results, with +109% vs 2024 across Capsules and Roast & Ground, confirming the effectiveness of the in-store execution.



AB PASTA FESTIVAL POWERED BY BARILLA

Date: 16 – 29/10/2025

Retailer: AB Vassilopoulos

Supplier: Barilla

Brand: Barilla Pasta

Objective: Increase sales and share growth of Barilla within AB's pasta category.

Methodology: 360° instore activation, including theatricalization, branded antitheft antennas, trolleys, baskets, digital screens takeover.

What stands out! A high-impact activation that elevated in-store visibility and drove strong shopper engagement.

Results for Total Pasta Category in AB:

+174 bps sales market share growth.

+13,44% sales increase

+9,99% volume increase

Strong shopper engagement



In October 2025, AB Vassilopoulos and Barilla launched the Pasta Festival — a fully integrated 360° instore activation designed to celebrate pasta and elevate the Barilla brand experience. The initiative combined a high-impact store takeover with thematic POS materials, creating a strong festival identity that captured shopper attention. A dedicated AB-exclusive contest further boosted engagement, encouraging trial and participation across the pasta category. The campaign successfully drove sales uplift and strengthened Barilla's share within AB, showcasing the power of retailer-brand collaboration in building impactful shopper experiences.



INSTORE TAKEOVER WITH PURINA ONE – 3 WEEKS CHALLENGE

Date: November 2025

Retailer: My Market

Supplier: Nestlé Single Member SA

Brand: Purina One

Objective

Increase awareness & trial of the premium Purina One range.

Methodology

Instore takeover with multitouch point shopper communication campaign.

What stands out!

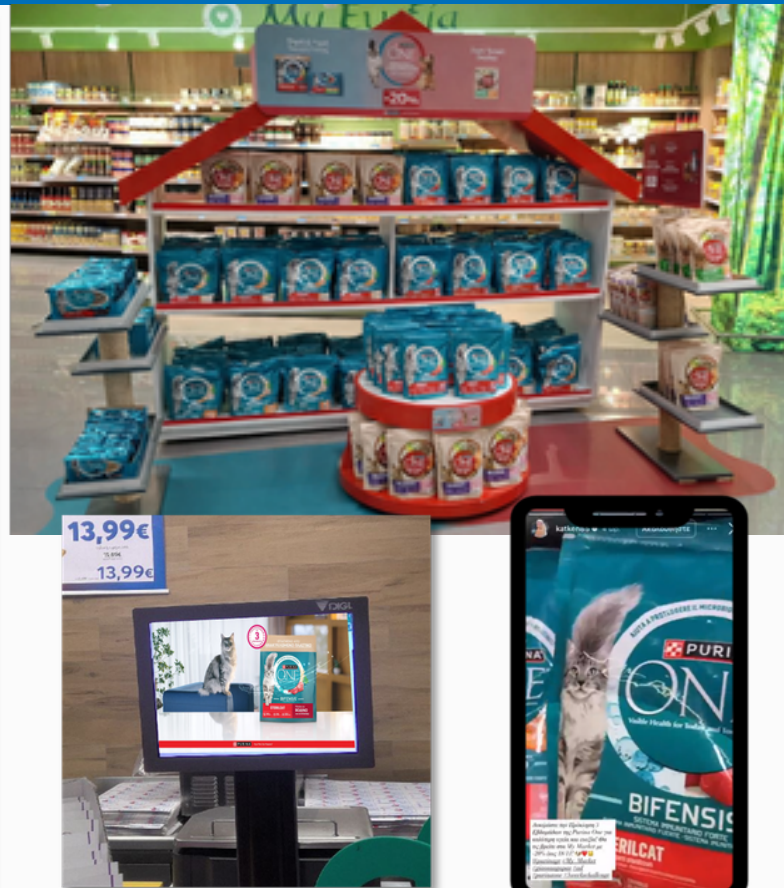
Impressive traditional POSM (Theatrical & TETEs) combined with innovative retail media (floor stickers, digital signage, instore audio, Social media content to drive instore purchase).

Results

+98% increase in weekly sell out (val.) vs average weekly sales & highest weekly MS (val.) during the activation (28,3% vs 18,7% in FY25).

In November 2025, My Market and Nestlé activated Purina One brand through a high-impact instore takeover with traditional & innovative retail media. The objective was to translate the brand's scientific promise to drive awareness and trial of Purina One inviting Shoppers to start the 3 Week Challenge to see visible results for their pets. The activation stood out for its strong instore presence exploiting both traditional and innovative tools such as instore audio, digital screens, Influencer marketing and floor stickers. The campaign delivered strong results with +98% increase in weekly sell-out (val.) and highest weekly MS (val.) (28,3% vs 18,7% in FY25).

The activation was further supported in omni-channel exploiting SOME, TV product placement, Tik Tok and e-commerce channel.



Ireland



AISLE ARCH & DIGITAL SCREENS

Date: October 2024

Retailer: SuperValu Ireland

Supplier: Bird's Eye

Brand: Bird's Eye

Objective

Drive penetration and awareness for the the 'fakeaway' need occasion.

Methodology

In aisle takeover

What stands out!

An innovation brought to the table that was deep rooted in consumer insights

Results

72% of Product Shoppers were new to the brand

In October 2024, Bird's Eye activated an aisle arch and digital freezer screens in SuperValu (Musgraves) for the launch of the Birds Eye chips range. The high-impact aisle arch and digital screens stood out in store bringing theater and innovation to the frozen aisle. The objective was to drive awareness and penetration of the Birds Eye chips range positioning the range as "worth making a meal of".

The activity stood out for its strong execution and clear occasion signposting. The campaign delivered strong recruitment particularly from younger shoppers/younger families and 10% incremental category sales.



STORE WRAP & GONDOLA END



Date: February 2026
Retailer: Tesco Ireland
Supplier: Bird's Eye
Brand: Goodfella's

Objective

Maximise awareness of the new Goodfella's New York Style range, delivering high shopper reach and strong brand impact at point of purchase.

Methodology

Store Wrap & Gondola End

What stands out!

The activation combined innovative retail media, premium scale, bold creative and a strategically selected high-traffic location to maximise reach and visibility.

Results

72% of Product Shoppers were new to the brand

To amplify the launch of the new Goodfella's New York Style range, Goodfella's took over the high-traffic Tesco Express Baggot Street with a striking full-store wrap. The creative showcased indulgent, mouth-watering product imagery designed to stop shoppers in their tracks. The takeover delivered standout visibility in a busy Dublin retail location, reinforcing the premium positioning of the New York Style range and keeping the brand top of mind before shoppers entered the store.

The activation extended beyond the storefront, with branded gondola end takeovers in 30 Tesco stores nationwide. Goodfella's created a connected shopper journey that maximised visibility, reinforced key messaging and kept the New York Style range front of mind through to selection.



China

GM2D

ECR China
Efficient Consumer Response



Date: April 2026

Retailer: Shenyang Lawson

Supplier: Lawson's short-shelf-life suppliers

Brand: Lawson



Objective

Solve key pain points: manual expiry handling, poor traceability, and information Islands

Methodology

GM2D

What stands out!

One code, Multiple uses

Results

9 suppliers enabled source coding for 93 short-shelf-life products

Over 200 stores in Liaoning province (excluding Dalian and Dandong) deployed QR-code self-checkout devices; POS systems enabled automated expiry management, early warning and expired-product interception; eliminated risk of selling expired goods due to human error; real-time access to full traceability information (production site, batch, date).



China

OVERHEAD SHUTTLE AND HANGING CHAIN SYSTEM

Date: April 2026

Retailer: Beijing Freshippo

Supplier: Fobos

Brand: Freshippo

Objective

Improve online order fulfillment efficiency to support 30-min delivery

Methodology

Deploy overhead shuttle and hanging chain system in store

What stands out!

Pain-point driven automation innovation in logistics

Results

3x picking efficiency, supporting 70% online orders



In June 2017, Freshippo's Shilipu store deployed an overhead hanging chain system to separate people from goods during order fulfillment. Multiple drop-off points were set up throughout the store, allowing pickers to attach collected items to the hanging chain at the nearest point after walking optimized picking routes. The chain carried goods at roughly 1m/s from the sales floor to a centralized back-end packing area, where staff combined items and sent them via roller conveyor to dispatch stations. This design eliminated unnecessary cross-store travel, saving each picker over 15,000 steps per day, achieving 3x picking efficiency, and successfully supporting 70% of online orders.



RETAIL RENTAL SERVICE IN STORE

Date: June 2026

Retailer: Groupe Casino

Supplier: Les Biens En Commun

Brand: Les Biens En Commun

Objective

Founded in 2021, Les Biens en Commun aims to combat the overconsumption of small household appliances while making high-quality equipment accessible to as many people as possible.

Methodology

The store pays a monthly rental fee, and Les Biens en Commun manages product turnover (drill drivers, raclette machines, carpet cleaners, window cleaners, and sanders), maintenance, and customer service. The store receives a commission for each product rented. This initiative promotes a circular economy model and fosters social solidarity.

What stands out!

An innovative solution that stays closely aligned with the needs of customers and the local communities where it operates, while encouraging more responsible and sustainable consumption habits.

Results

In 2024, five pilot projects were launched. The positive results enabled the start of a large-scale rollout in 2025. During 2025, 2,557 small appliance rentals were carried out in the group's stores, generating revenue of more than €30,000.

This resulted in the following impact: 74 tonnes of CO₂ emissions and 6 tonnes of waste were avoided. Customers who rented these appliances saved a total of 849 m² of living space in their homes and avoided €258,882 in purchase costs. In addition, we have observed a steady increase in the average basket value, which currently stands at around €13.



The most frequently rented items were the water stripper, drill driver, steam cleaner, raclette machine, video projector, window cleaner and sander.



RETHINKING THE WATER AISLE

Date: January 2026

Retailer: Carrefour

Supplier: Cameleon Group

Brand: Brita

Objective

Place the Hydration Zero Bottle range directly in the water aisle to reach shoppers when they make their hydration choices

Methodology

- Shopper validation of the concept before launch
- Pilot test in one Carrefour store

What stands out!

Bringing a reusable hydration solution into the heart of the bottled water category.

Results

4% of shoppers exposed to the display purchased a BRITA product.

Since June 2025, BRITA has been transforming the way shoppers discover water filtration by moving from the Small Appliances aisle into the Water aisle. Designed and produced by Cameleon Group, the display creates a highly visible destination within the category, combining product education, inspiration, and demonstration at the point of purchase. By positioning BRITA where consumers are already making their hydration decisions, the activation challenges established shopping habits and encourages consideration of a reusable alternative to bottled water.

The results were highly encouraging: 4% of shoppers passing the display purchased a BRITA product, demonstrating the effectiveness of placing the brand closer to the moment of choice.



Switzerland

CHILLED PROTEIN PLACEMENT



Date: December 2025

Retailer: LIDL Switzerland

Supplier: multiple private label + Emmi

Brand: multi-brand + private label

Objective

Simplify shelf-orientation for protein shoppers across dairy categories

Methodology

Dedicated shelf-space within chilled dairy shelf : cheese, yogurt, butter, milk, milk-drinks + new high protein

What stands out!

Redefinition of category: from being a consumer decision criteria to being a category itself

Results

undisclosed

In Q4 2025, LIDL Switzerland had implemented a new category structure "high protein" for multiple dairy categories such as yogurt, desserts, milk-drinks, curd bars. Protein shoppers now find all relevant products in a separated and highlighted shelf-space.



Switzerland

HOT FOOD STATIONS

Date: January 2026

Retailer: Coop Switzerland

Supplier: multiple private label

Brand: none

Objective

Drive frequency by being preferred destination for ready-to-eat and ready-to-drink shoppers. Swiss alternative to British “meal-deals”.

Methodology

Hot meal station including DIY hotdog options + high quality self-service coffee station (“La Mocco” private label).

What stands out!

Affordable alternative to quick-service-restaurant and/or bakery alternatives

Results

Undisclosed



By investing in ready-to-eat hot food stations, Coop positions itself as the go-to destination for lunch and early evening meals. Beyond convenience, this boosts margins, increases footfall, extends dwell time, and clearly differentiates the store from its competitors.

Self-serve hotdog options further enhance the offer by adding speed, affordability, and fun. Customers can customize toppings to taste, queues move quickly, and impulse purchases rise—making hotdogs an ideal grab-and-go solution for busy shoppers.



CLOSING SUMMARY



The examples presented in this first edition of ECR InStore InSights demonstrate how retailers and manufacturers are addressing a wide range of commercial, operational and consumer challenges.

The case studies cover retail media, category management, automation, sustainability, fulfilment and shopper communication. While each initiative was developed for a specific market, many of the principles can be applied more widely.

The purpose of this publication is to provide a reference point for learning across the ECR Community network. By sharing examples from different countries, businesses can compare approaches, assess results and identify opportunities relevant to their own organisations.

We hope the examples featured in InStore InSights encourage discussion, collaboration and the exchange of ideas across the global ECR Community network.

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