

# The Trust Gap

What Today's Shelf Data Reveals



**IHL Group** in partnership with **Brain Corp** conducted a survey of executives representing more than 200 of the largest and fastest-growing U.S. retailers – **here are the findings.**

## THE PROBLEM



# 67%

of major U.S. retailers face daily/weekly brand relationship challenges due to inventory inaccuracy

Fewer than 1 in 4 retailers achieve 80%+ accuracy in key shelf metrics such as on-shelf availability, planogram compliance, and promotional execution.

# 47%

47% say inventory inaccuracies reduced engagements with brands



1 in 2 retailers report lost sales & customer dissatisfaction.

Large retailers (>\$5B) are

# 87%

more likely to face strained brand relationships



## THE SOLUTION

Robotics ranks #1 solution for inventory management

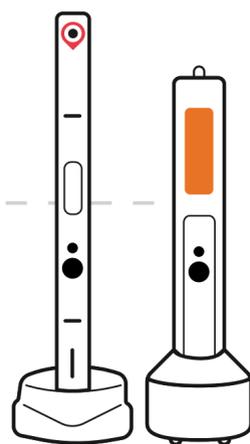
# 72%

ready to deploy robots



# 60%

planning deployment by 2027



# 67%

prefer to deploy robots through a service approach

