

2026

In-Store Retail Display Influence Report

An analysis of shopper behavior
and how retail displays shape
buying decisions

A THIRD-PARTY SURVEY COMMISSIONED BY:

FRANKMAYER
KIOSKS ■ DISPLAYS



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Methodology

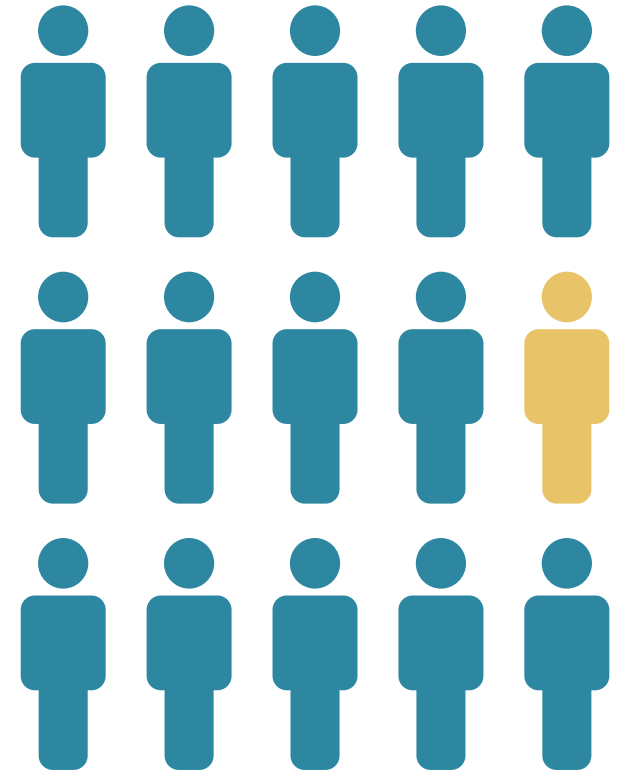
In January 2026, Frank Mayer and Associates commissioned an independent study of 1,119 US-based individuals who reported shopping at physical stores, excluding traditional grocery-only supermarkets, at least once per week. The participants completed a set of questions about their in-store shopping behaviors.

Out of the 1,119 people surveyed, a subset of 1,115 respondents indicated they noticed branded retail displays rarely, sometimes, usually, or always, and completed additional questions related to retail display perceptions and influence. The four individuals who reported never noticing displays were excluded from the display-specific analysis but included in the demographic reporting.

For this study, retail displays were defined to participants as product displays placed in stores by individual brands, outside of usual store shelving and fixtures.

Because this survey was conducted using a non-probability online panel, a formal margin of error is not reported. However, a random sample of this size would be associated with an approximate margin of error of ± 3 percentage points at the 95 percent confidence level.

Percentages shown in charts and narrative insights are rounded to the nearest whole number; underlying calculations are based on unrounded values. Due to rounding, percentages may not total exactly 100 percent.



About Frank Mayer and Associates

At Frank Mayer, we're experts at delivering custom self-service engagement solutions.

In short, we manufacture the tools you need to interact with your customers. Whether that's **interactive kiosks** that offer your guests autonomy and convenience or **permanent retail displays** that move your brand's product, our core expertise is producing self-service solutions tailored specifically to your needs.

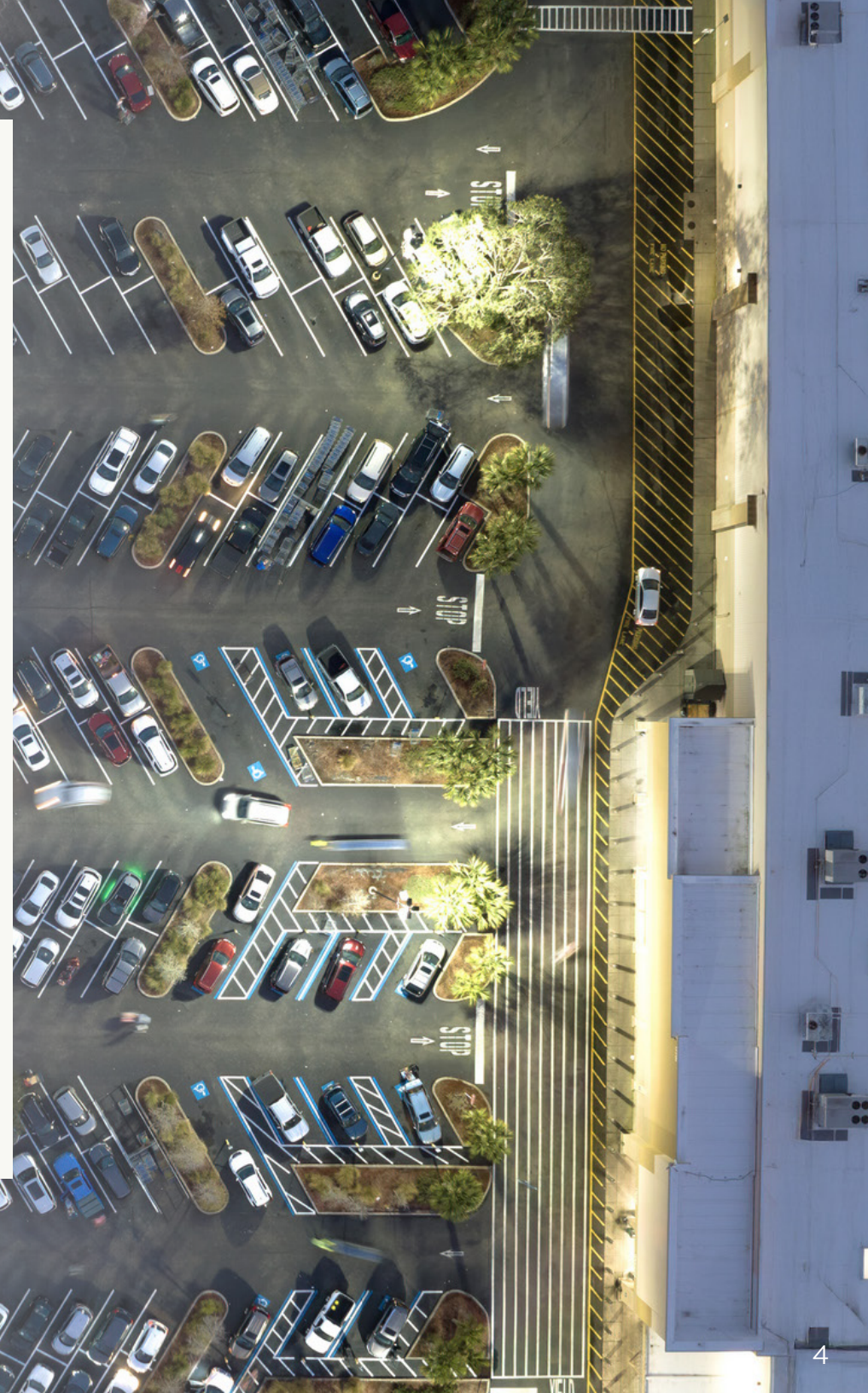
Introduction

Getting a message or product in front of an audience today comes with no shortage of available avenues. Whether it's something as grand as naming rights to a professional sports stadium or as simple as running an ad for an item in a TikTok shop, modern day marketing is a constant in people's day-to-day lives.

And while promotions can span across every medium from digital to print to broadcast, one option remains uniquely consequential: **the physical retail store**. Unlike ads that can be scrolled past, skipped, or blocked, in-store marketing reaches customers where they're already primed to make purchasing decisions.

This study looks at in-store consumer behavior with a focus on how shoppers notice and respond to branded retail displays. In a crowded marketing landscape, it asks a simple question: **how much do retail displays influence what people discover and buy at the point of purchase?**

Based on a survey of more than 1,100 shoppers in the United States, the following insights help to answer that question.





In-Store Shopping Habits

To understand the role of retail displays, we first must recognize how people shop. That's because a display program's effectiveness can also depend on shopper habits, like whether customers stick rigidly to a list or remain open to discovery.

This section examines typical in-store behaviors that shape the environment where retail displays perform.

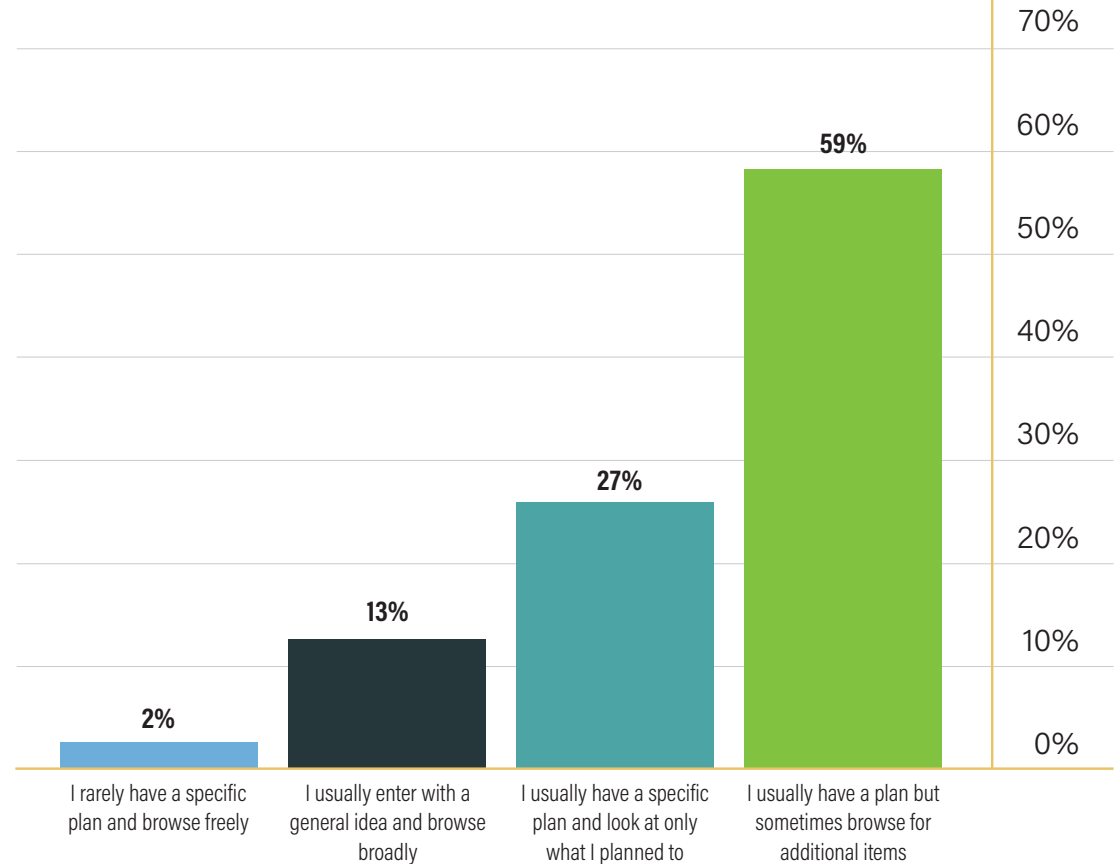
INSIGHT 1

Shopping is decision-fluid, not decision-fixed.

When surveyed, only **27%** of respondents stated they go to the store with a specific plan and shop only for items on their list. The remaining **73%** indicated an openness to browsing beyond their initial plan.

This suggests that for **nearly three in four shoppers**, purchasing decisions are not fully predetermined before entering a store. That fluidity offers opportunities for the retail environment, including in-store marketing like product placement, signage, and retail displays, to play a part in the customer's decision-making process.

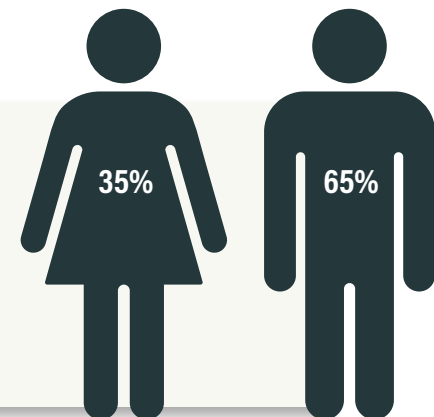
WHEN YOU SHOP IN-STORE, WHICH BEST DESCRIBES YOUR TYPICAL TRIP?



SURVEY SNAPSHOT

WHO'S LESS LIKELY TO DEVIATE FROM THE SHOPPING LIST?

While the majority of both genders report browsing for additional items, men are significantly more likely to stick to a planned list (**65% vs. 35%**).



INSIGHT 2

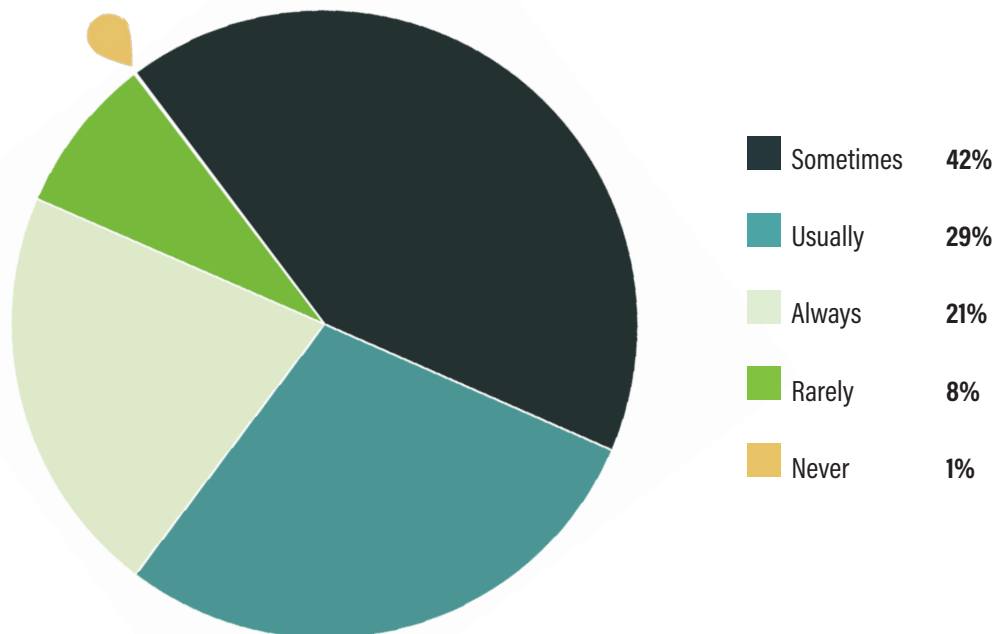
Unplanned purchases are part of typical shopping trips.

For shoppers who are open to browsing, that curiosity translates into purchases.

In fact, a whopping **92%** of survey participants indicated they sometimes, usually, or always purchase items they did not originally intend to buy.

That underscores physical retail's influence on shopping decisions. When **nine out of ten customers** are often adding extra items to their cart, it's easy to understand why strategic retail marketing is so important to generate additional demand.

HOW OFTEN DO YOU PURCHASE ITEMS IN-STORE THAT YOU DID NOT ORIGINALLY INTEND TO BUY?



“ 92% of survey participants indicated they sometimes, usually, or always purchase items they did not originally intend to buy. ”

INSIGHT 3

In-store cues lead in prompting purchases.

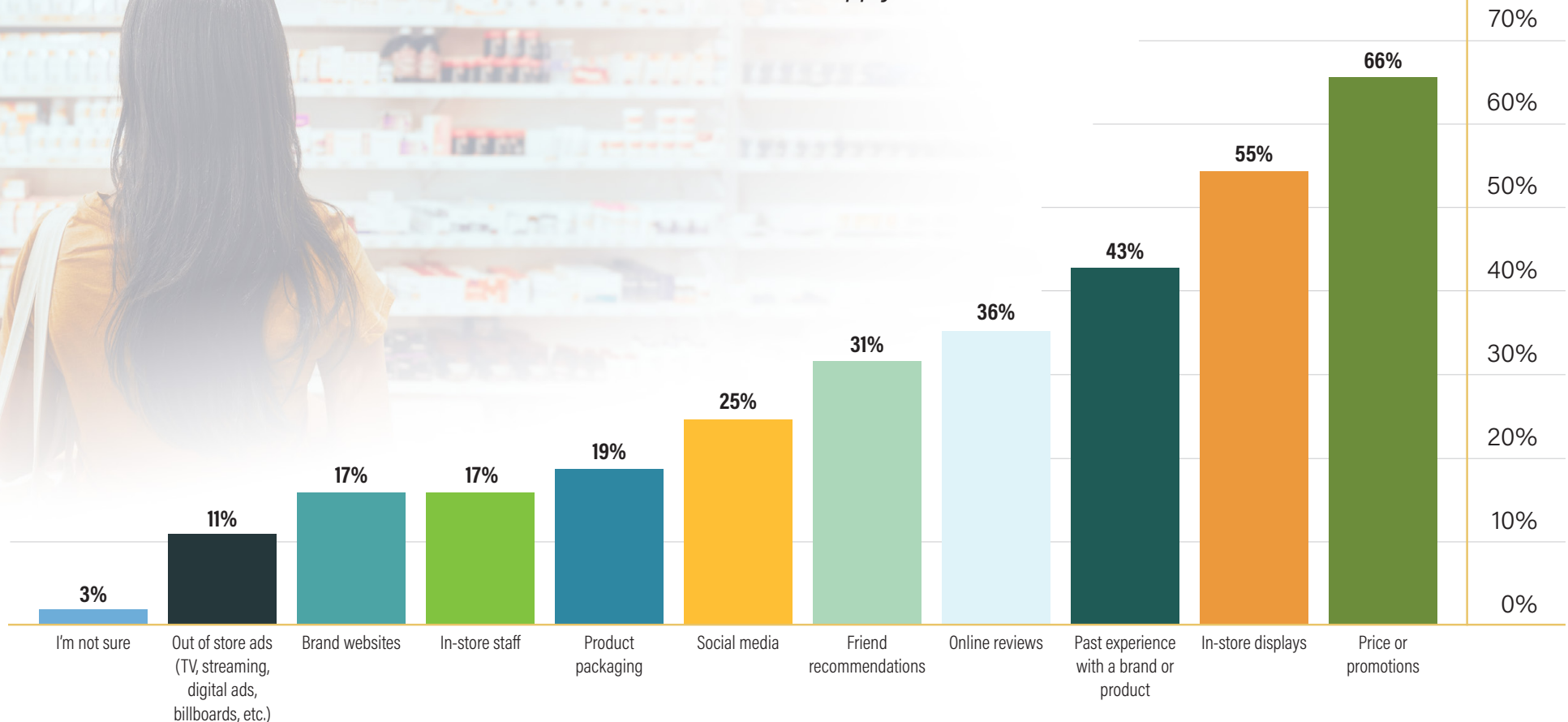
While shoppers are influenced by a mix of digital and social factors, the two leading drivers of purchasing decisions remain rooted in the physical store. When asked to select all influences on their buying

choices, **66%** of people indicated pricing and promotions while **55%** chose retail displays.

Past brand experience (**43%**), online reviews (**36%**), and friend recommendations (**31%**)

trail behind those in-store cues, suggesting that what shoppers encounter in the aisle has the greatest impact on a final buying decision.

WHAT INFLUENCES YOUR PURCHASING DECISIONS?
(select all that apply)



SECTION 2



Retail Display Influence

In-store shopping behavior is flexible, which means what brands put in front of customers carries real weight. Point of purchase displays are one of the few in-store levers brands can intentionally design and deploy.

The following section explores how branded displays shape shopper impressions and decisions.



INSIGHT 1

Displays aren't just noticed. They're disruptive.

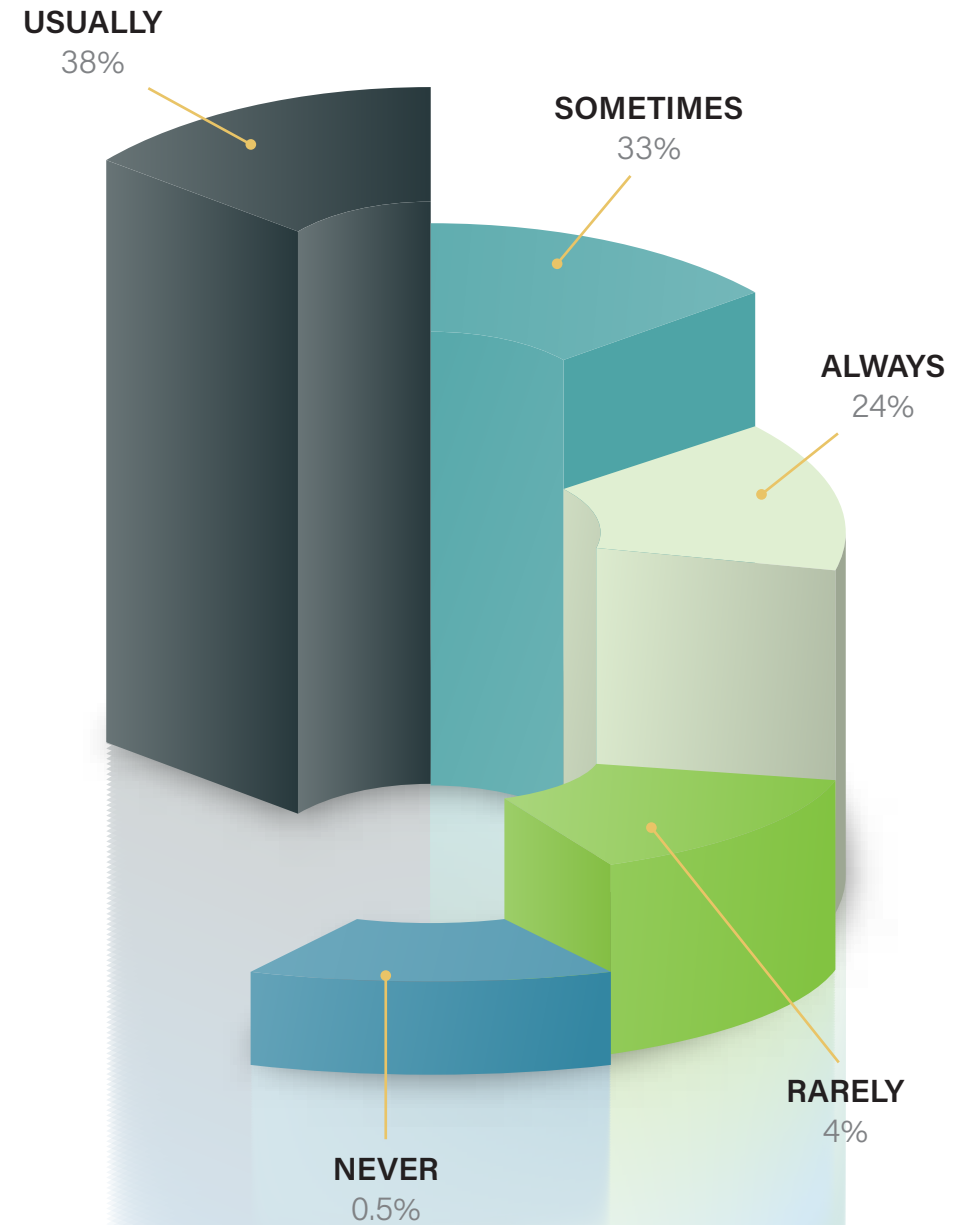
There's no question branded retail displays are being seen when **62%** of survey participants indicated they notice them usually or always while shopping brick and mortar. But their influence doesn't stop at drawing attention. In fact, **44%** of survey takers stated they usually or always stop to view the products on the displays.

But even more significant are the data showing **76%** of those surveyed selected 'yes' when asked if they had ever discovered a new product or brand by seeing it on a retail display.

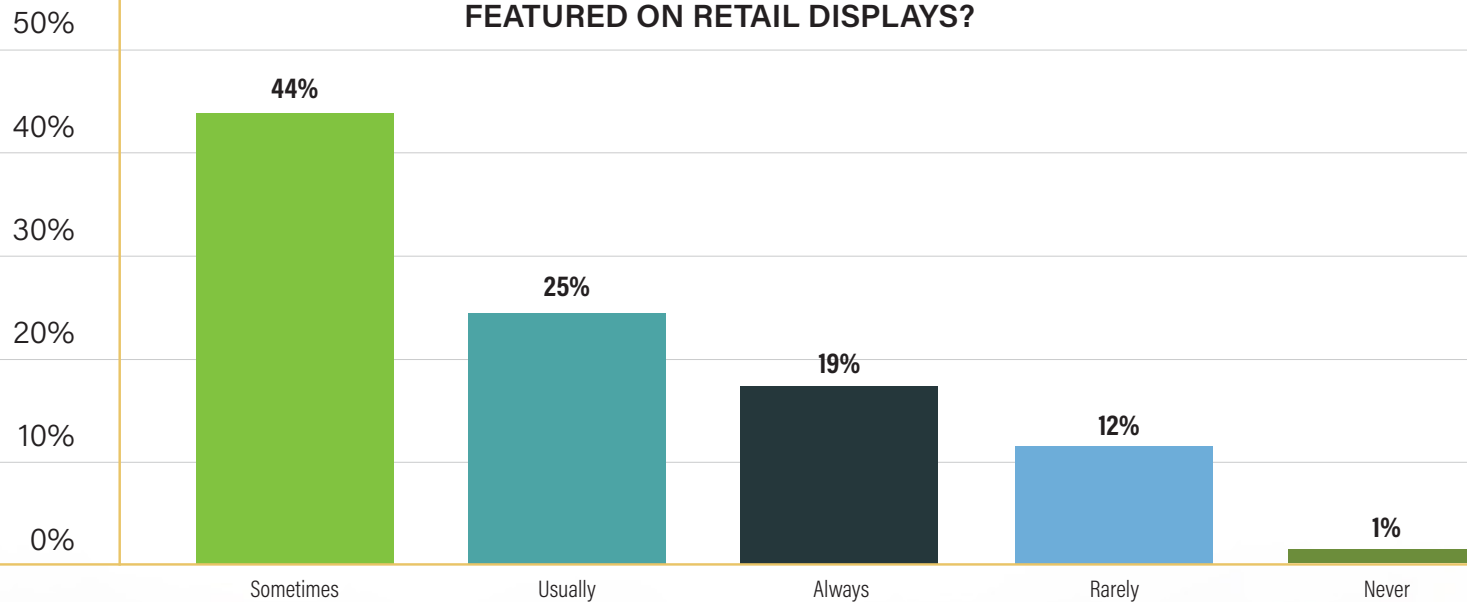
And because displays should help prompt sales, the study shows they're succeeding. **74%** of participants indicated they've purchased a product they first noticed on a retail display.

Taken together, these figures highlight how displays are much more than passive fixtures. Not only do they attract interest, but they interrupt habitual shopping behavior and steer purchasing decisions.

HOW OFTEN DO YOU NOTICE BRANDED RETAIL DISPLAYS WHILE SHOPPING IN-STORE?



HOW OFTEN DO YOU STOP TO VIEW PRODUCTS FEATURED ON RETAIL DISPLAYS?



SURVEY SNAPSHOT

SHOULD BRANDS USE QR CODES ON THEIR RETAIL DISPLAYS?

While **55%** of respondents overall say they have or would scan a QR code on a retail display, usage varies notably by age.

After normalizing for sample size, shoppers ages 45–54 show the highest adoption rate (**71%**), followed by those 35–44 (**66%**). Younger shoppers between 18–24 and 25–34 scan less frequently than expected (**51%** and **44%**), while usage declines steadily among older age groups.

76%

Survey participants who indicated they've discovered a new product or brand from seeing it on a retail display.



74%

Shoppers who said they've purchased a product they first noticed on a retail display.

INSIGHT 2

DOES STORE PLACEMENT AFFECT DISPLAY EFFECTIVENESS?

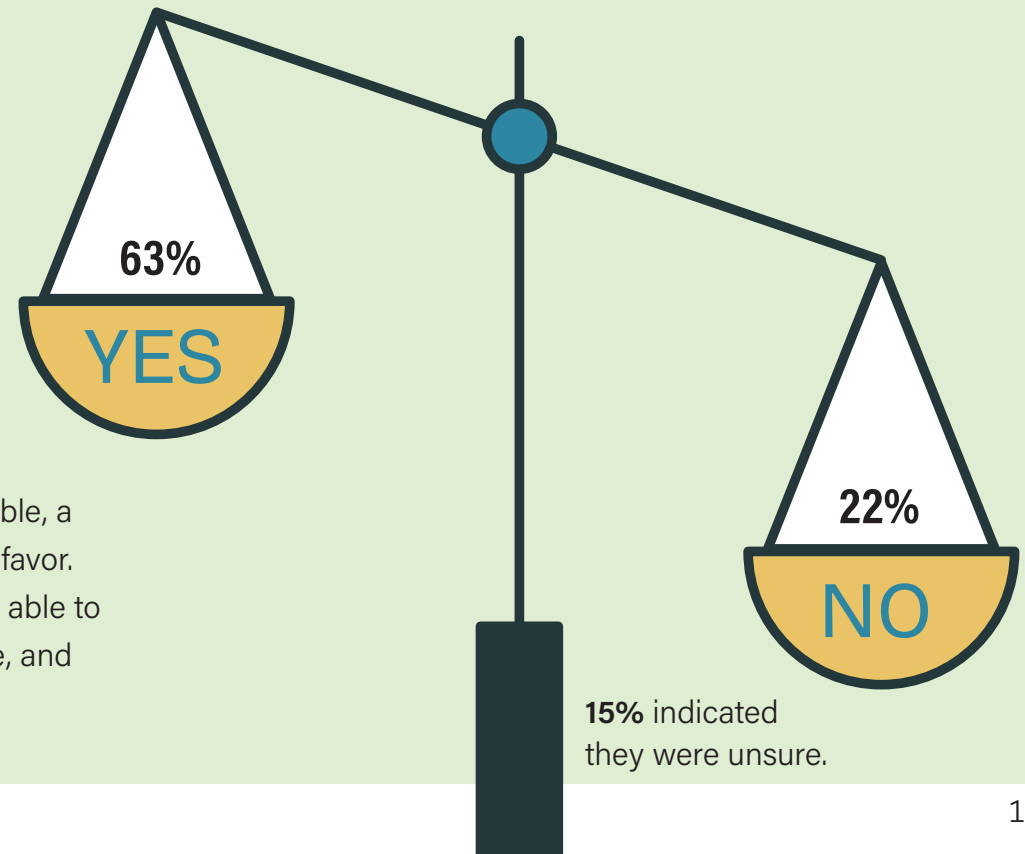
Survey takers were asked to select all the areas of a store where they most frequently noticed product displays. The frontrunner was displays positioned at the end of aisles (**58%**), followed closely by front entrance (**54%**) and within main aisles (**53%**). Near the check out area came in fourth at **35%** with less than **4%** selecting 'other' or indicating they don't notice displays.

Branded displays act as tiebreakers.

When products look similar, retail displays become a deciding variable. In fact, **63%** of shoppers answered that a display has influenced their choice when comparing similar products or brands. In those moments, displays resolve uncertainty by giving customers a reason to choose one option over another when price, quality, or function alone aren't enough to differentiate.

For brands, this means displays operate as decision shortcuts at the shelf. When categories are crowded and products are comparable, a retail display becomes a final signal to tip the choice in the brand's favor. In competitive fields, winning attention is only half the battle. Being able to stand out from the crowd by reinforcing credibility, illustrating value, and highlighting features is what ultimately secures a sale.

HAVE RETAIL DISPLAYS EVER INFLUENCED YOUR CHOICE WHEN COMPARING SIMILAR PRODUCTS OR BRANDS?



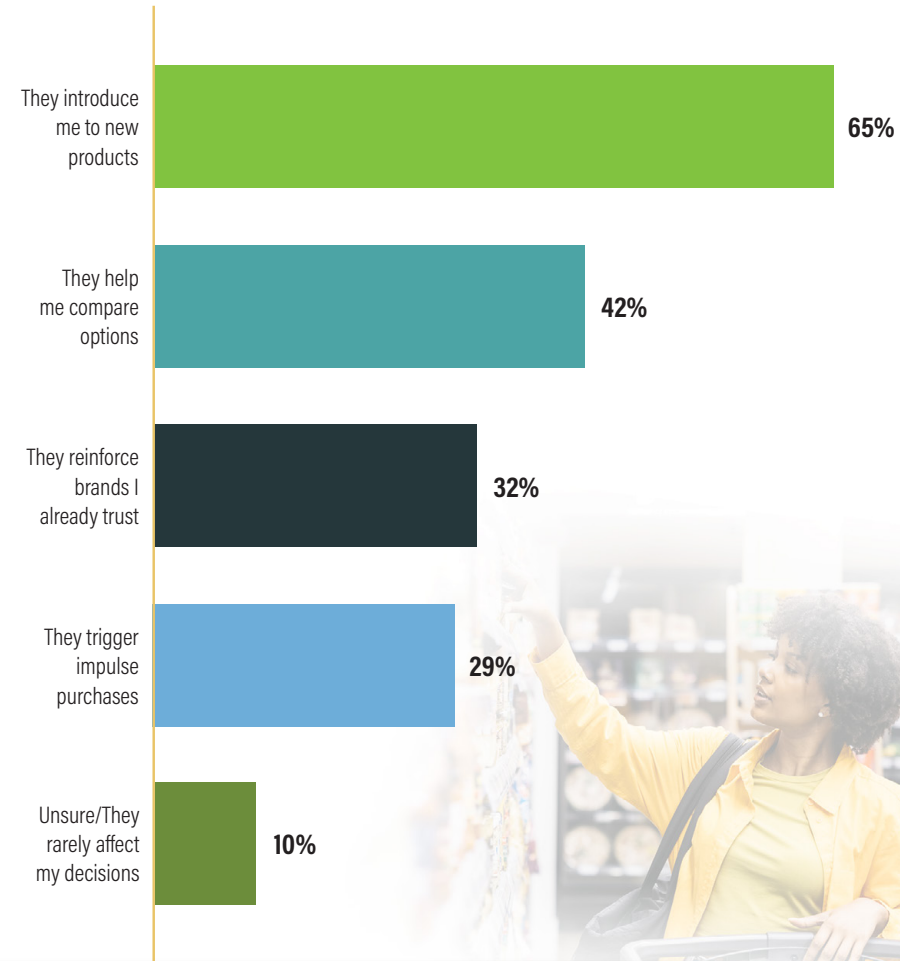
INSIGHT 3

Retail displays work across buying stages.

When asked how retail displays influence their decisions, survey participants could select multiple answers. Nearly two thirds said displays introduce them to new products (**65%**), while a sizeable share rely on them to compare options (**42%**). Nearly one third use displays to reinforce a brand they already trust (**32%**) or to trigger an impulse buy (**29%**). Only a small fraction indicated displays rarely affect their decisions at all (**10%**).

Viewed collectively, these responses suggest retail displays aren't tied to just one stage of the buying journey. Instead, they influence what shoppers consider, help narrow choices, validate familiar brands, and prompt unplanned purchases. Knowing this, brands can design displays to be flexible and engage customers at multiple points throughout the decision-making process.

WHICH BEST DESCRIBES HOW RETAIL DISPLAYS INFLUENCE YOUR DECISIONS? (select all that apply)



SURVEY SNAPSHOT

DO LOOKS MATTER?

In short, yes! **87%** of respondents said product presentation was somewhat, very, or extremely important when making in-store purchase decisions. Further, **51%** stated when they see a visually polished retail display, they associate the merchandise as higher quality.

INSIGHT 4

Choose clear over clever.

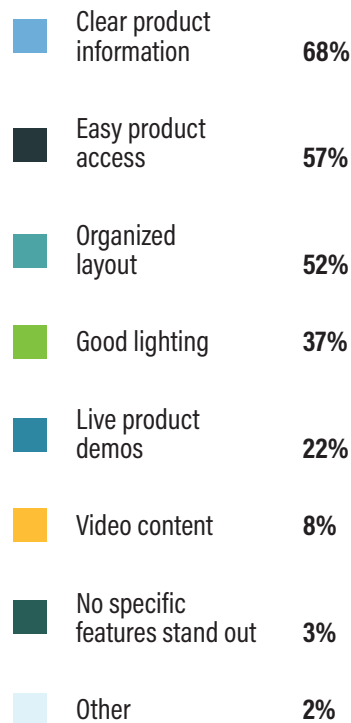
Forget the bells and whistles. Branded displays that are intuitive and accessible will be most impactful to shoppers.

In fact, when asked what display features make shopping easier or more informative, the top three answers included: clear product information (**68%**), easy product access (**57%**), and an organized layout (**52%**).

These features beat out more design-forward or technology-driven options like good lighting, live product demos, and video content.

The takeaway is not that lighting, video, or demonstrations lack value, but that they're secondary to elements that remove friction to information and products. And that clarity is what helps move decisions forward.

“ The takeaway is not that lighting, video, or demonstrations lack value, but they're secondary to elements that remove friction to information and products. ”





Conclusion

The findings in this index point to a consistent pattern in modern retail: **purchasing decisions are rarely fixed, and the physical store remains a powerful influence at the moment of choice.**

Shoppers arrive open to discovery, respond to cues in their environment, and frequently make impulse decisions when deciding what to buy.

Within that context, **retail displays play a distinct role for brands looking to grab attention in-store.** But beyond that, displays also introduce new product options, allow for comparison, reinforce brand confidence, and often serve as a final factor in a purchasing decision.

In the end, retail displays offer brands a competitive advantage with today's shopper.