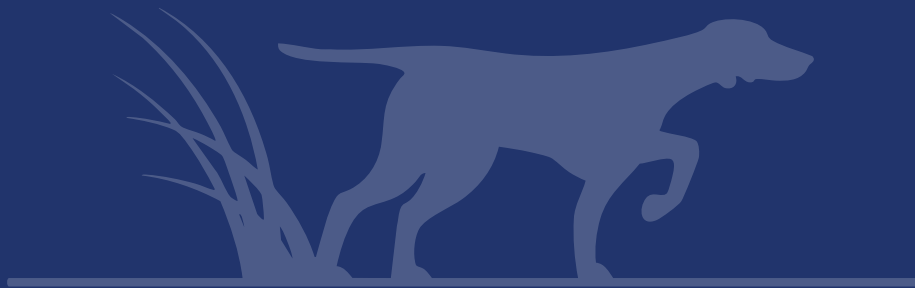


# CPG MASS RETAIL

## AN ENVIRONMENT WHERE HUNTERS THRIVE



Jekyll+Hyde  
LABS

## You're (Potentially) Missing Out On 80% Of Your Market



Did you know that the U.S. retail market is projected to be worth \$7.5 trillion by 2025? And that about 80% of all consumer-packaged goods are purchased in brick + mortar stores? More importantly, over 70% of those sales happen through just six major retailers.

If your business is primarily done on e-commerce platforms like Amazon, you're thriving in a fast-growing channel, but you're also missing out on 80% of the consumer market. No matter how dominant your brand is online, you're still playing in a limited arena. Even the biggest DTC success stories, from Warby Parker to Liquid Death, have all recognized that mass retail is the key to sustainable, long-term growth.

## E-commerce vs. Mass Retail: A Fundamental Shift In Strategy



### E-commerce: A Controlled, Predictable Environment Where Farmers Thrive

In the e-commerce world, brands control nearly every factor that impacts success:

- Control over sales platforms (owned website property, Amazon storefronts)
- Manufacturing + shipping remain in their hands
- Direct control over pricing, promotions, and sales velocity
- Clean attribution from digital advertising, giving brands full insight into customer actions + purchase triggers

Aside from occasional disruptions like counterfeit products or Amazon algorithm shifts, brands operating in e-commerce enjoy predictable scaling. They can turn sales up or down based on business needs. This is an environment where farmers thrive, a place where brands can plant, grow, and scale in a controlled manner.

## Mass Retail: The High-Stakes, High-Reward Battleground Where Hunters Thrive

By contrast, mass retail is an entirely different beast. Success here is won by brands that are bold, strategic, and ready to compete. Here's what changes when you move from e-commerce to mass retail:

- **Point of purchase.**

While you can't control how your product is stocked, placed, or promoted in stores, you can control your packaging, messaging + design.

- **Shelf space is limited.**

Unlike digital shelves, physical retail space is finite, and your product must compete against hundreds of others.

- **Customer decisions are different.**

In-store shoppers face decision fatigue, scanning dozens of competing products in seconds. Your brand must be a destination item, not just a lucky discovery.

- **Supply chain complexity increases.**

Instead of shipping directly to customers, you now must distribute to multiple warehouses, distribution centers + retail locations.

- **Advertising is no longer a direct-response game.**

Unlike e-commerce, where ad spend is tracked cleanly to sales, retail advertising is about driving foot traffic, increasing brand recall + influencing category trends.



# Mass Retail Success Requires a Hunter's Mentality



## You Must Control Your Brand Story at Scale

In contrast to e-commerce, where you can refine your brand's voice in real-time, retail requires a consistent brand story across multiple touchpoints, from packaging and promotions to retail partnerships.

## You Need to Generate Demand

If your brand doesn't already have strong consumer demand, you won't survive in mass retail. Your product needs to be something shoppers actively seek out, not just stumble upon.

## You Have to Master Retail-Specific Metrics

In e-commerce, success is measured by ROAS (Return on Ad Spend) + conversion rates. In mass retail, you need to track:

- **Category growth + market share**
- **Retailer-specific performance**
- **Sales velocity per store, per week (VPSPW)**
- **Points of distribution (PODs)**
- **Correlative (not direct) ad impact on sales**



## You Must Be Ready to Adapt to Competition

If you succeed, expect private-label copycats. Retailers will develop their own versions of high-performing products, often pricing them 20-30% lower than yours. Your value proposition + brand differentiation must be strong enough to withstand this challenge.

# Retail is Not for the Faint of Heart, But It's Where Brands Win Big

The brands that succeed in retail don't just chase opportunity—they create it. Building or partnering with a team that understands how to navigate the complex mass retail environment will be the difference between getting on shelves and staying there. It's not enough to just have a great product—you need bold strategies and a challenger mindset.

**Because in mass retail, only the hunters will survive.**



## Are You Ready to Break Through?

Jekyll + Hyde Labs has helped challenger brands successfully expand into mass retail, secure national distribution, and drive sustained growth.

If you're serious about winning in this space, let's talk.

**Let's build your retail success plan together.**



**At Jekyll + Hyde Labs, we live and breathe consumer packaged goods.**



No advertising agency in America has the depth of knowledge or the connections within the industry that we do. We love entrepreneurs and want to help every brand succeed.

If you think you could benefit from learning more about us and what we can do for you, please reach out.

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**cpg insiders**

The CPG Insiders Podcast brings the insights and expertise that Jekyll + Hyde has gained and leveraged across more than two decades in the advertising business, becoming the top agency in the country for CPG challenger brands. The show offers useful perspectives on creative and media strategies, product packaging, retailer needs, trends, traps to avoid and more about what it truly takes to succeed at retail.



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