

Share of Shelf

Know your shelf — where you're winning it and losing it

See how much shelf your brand holds at each retailer, how it's changing, and what's selling — read from public assortment data, so you spot erosion and opportunity before the next buy.

INDUSTRY

Brands in wholesale / retail · premium & fashion assortments

COMPANY

Brand selling through multi-brand retailers

TOOLS

ScrapeMonk + MatchMonk → your merch / pricing tools

WHAT THIS ONE-PAGER COVERS

- 1 **The Shelf Was Shrinking a Season Before the Sales Showed It** — your share of a retailer's listed assortment vs competitors, over time — erosion + where you under-index
- 2 **The Buyer Was Adding Rivals While Our Best Sellers Sold Out** — new entrants + full-price sell-outs, so the next buy is informed

Your brand shares a retailer's shelf with competitors — and that share shifts every season, usually without anyone telling you. By reading a retailer's public assortment, we show how much of the listed assortment your brand holds versus competitors, where it's quietly contracting, which new brands the buyer just added, and which products sell out before they're discounted — so you walk into the next buy knowing your real position.

THE SITUATION

A multi-brand retailer's shelf is zero-sum space, and your share of it moves constantly — new brands come in, size runs get thinned, listings shift to a competitor. You usually find out after the season, from a sales number. Reading the retailer's public assortment changes that: you see your share of shelf, its trend, the new entrants, and what's selling — in time to act.

01 The Shelf Was Shrinking a Season Before the Sales Showed It

Share of shelf = the share of a retailer's **listed assortment** in your category that is your brand — read from product **listings (SKUs)**, not physical facings — and qualified by **buyable** share (how many of those SKUs a shopper can actually buy in core sizes). See where your brand sits versus competitors, where that share is eroding, and where you under-index against your own best partner.

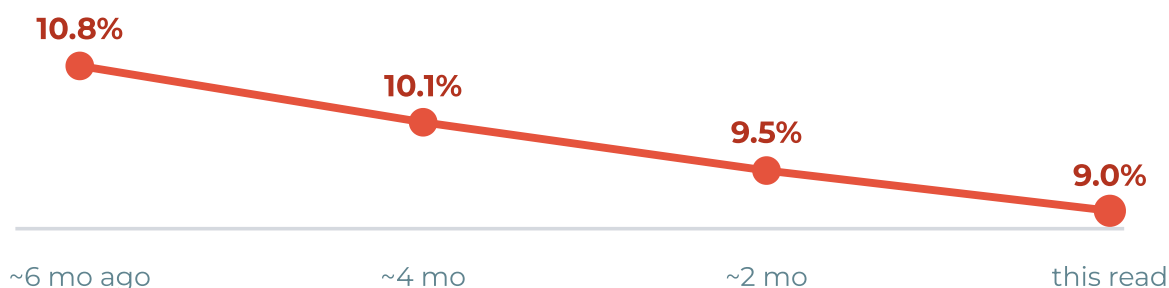
Share of listings — Brand A at Retailer A

% of the category's listed SKUs **SCRAPED**Listed vs buyable — Brand A **SCRAPED**

Buyable · 55 of 78 SKUs · 71%

23 out of core sizes

Only **55 of 78 listed SKUs** are buyable in core sizes — your **effective** presence is thinner than the 9% headline. These are lines that stay unbuyable, not ones that sell out and return.

Brand A's share, last ~6 months **NEEDS HISTORY**

Brand A's share at Retailer A is quietly contracting — 10.8% → 9.0% over ~6 months, ceding listings to Competitor A — visible now, not in next season's sales report.

Where you under-index — Brand A at Retailer A

your share vs your best-partner benchmark, by category **SCRAPED**

YOU SET BENCHMARK

CATEGORY	YOUR SHARE	YOUR BEST PARTNER	GAP
Knitwear	12%	15%	-3 pp
Outerwear	6%	14%	-8 pp ▲
Trousers	9%	11%	-2 pp
Shirts	5%	12%	-7 pp ▲
Accessories	7%	9%	-2 pp

Two categories — Outerwear and Shirts — sit 7–8 points below what your brand already achieves at its best partner. That's the winnable space (▲) to defend and grow at the next buy.

02 The Buyer Was Adding Rivals While Our Best Sellers Sold Out

See which new brands the buyer just added (the competition for your space) and which products sell out before they're discounted (the demand signal) — so the next buy is informed, not guessed.

NEW BRANDS THE BUYER JUST ADDED

SCRAPED

Brand X

Brand Y

Brand Z

Three new entrants this season — direct competition for the shelf your brand is losing.

SELLS OUT BEFORE ANY DISCOUNT **INFERRED**

Product A (core) **sold out · full price**

Product C (seasonal) **sold out · full price**

Product F discounted to clear

Full-price sell-outs signal demand — candidates to hold your wholesale price on, or expand the buy. A stock-out reads as demand only where the line is replenished and sells out again; one that stays unbuyable is the allocation gap in Use case 1.

The buyer is adding competitors while two of your lines sell out at full price. That's the case for defending — and expanding — your best sellers at the next buy.

THE PAINS & HOW WE SOLVE THEM

THE PAIN – IN YOUR WORDS

“We find out our shelf shrank from the sales number, a season too late.”

HOW WE SOLVE IT

Share of shelf is read from the retailer's public assortment continuously — erosion shows as it happens, not after.

“We don't know which competitors the buyer is adding.”

New-brand entries at each retailer are detected from the assortment, so you see the threats early.

“We can't tell which of our products are actually in demand.”

Sell-out-before-discount is inferred from the assortment — a demand signal, flagging the lines worth holding your wholesale price on.

“We negotiate the next buy blind.”

You walk in with share, trend, entrants and availability signals per retailer — evidence, not anecdote.

“We're not sure which numbers are hard vs estimated.”

Every figure is tagged by provenance — scraped, inferred, needs-history, or you-define — so nothing is overstated.

RESULTS

Share of shelf, seen

YOUR SPACE VS COMPETITORS, PER RETAILER

Erosion, early

CONTRACTION SPOTTED MONTH OVER MONTH

The buy, informed

ENTRANTS + AVAILABILITY SIGNALS BEFORE THE NEXT ORDER

IN SCOPE / NOT

Behind it: ScrapeMonk reads each retailer's public assortment; MatchMonk maps your products ↔ what's on the shelf → share of listings, listed-vs-buyable, category under-index vs your best partner, new-brand detection and sell-out signals, each provenance-tagged. Feeds your merchandising and pricing tools.

Walk into the buy knowing your shelf — not guessing it.

