leafio
RETAIL AI SOLUTIONS

CASE STUDY

SUPERMARKETS

Plum Market

How LEAFIO Raised Dairy Sales per Foot by 6%



+11.4%

SALES INCREASE

More sales from the same shelf space

12.3%
Profit Growth

25
Stores

14,000+
SKUs

Top-10
Regional Grocer

PLUM MARKET

Top-10 U.S. regional grocer with over 25 multi-format locations across the Midwest, set out to enhance its merchandising process

Vertical:
Supermarkets

14,000
Items

25
Stores

1,000
Employees



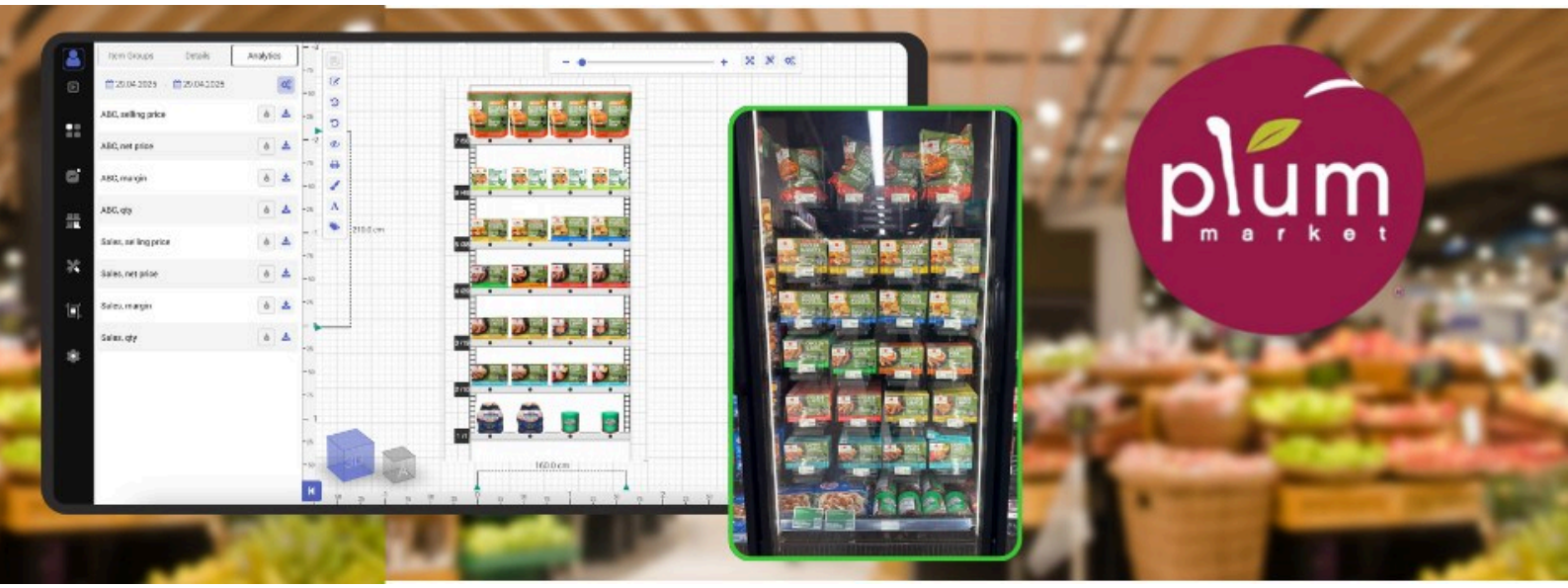
CHALLENGES PLUM MARKET FACED BEFORE THE IMPLEMENTATION

- Extended time frames for new store openings — it typically took two weeks to stock shelves before a launch.
- Difficulty standardizing merchandising processes across multiple locations, particularly with a multinational workforce requiring an intuitive and universal communication tool.
- The need for advanced analytics to support informed decision-making and effective planning.

PROJECT GOALS

The project's specific objectives included:

- Enhancing the customer experience by creating a visually appealing shopping environment that simplifies product discovery.
- Automatically creating and quickly implementing effective planograms.
- Tracking and monitoring planogram execution to ensure consistent layout and presentation across all locations.
- Accelerating preparation for new store openings by efficiently planning macro- and micro-space.
- Achieving cost savings through effective merchandise display management, reducing labor costs, and minimizing waste.



"We're always looking for ways to innovate, and our partnership with LEAFIO has enabled automated planogram generation and optimization, execution control, and shelf space performance improvement," said Matt Jonna, Plum Market co-founder and CEO. ***"This is exciting technology that enhances our guests' shopping experience."***

IMPLEMENTATION RESULTS

The Like-for-Like analysis compares all key merchandising KPIs from Q1 2023 to Q4 2024 to assess improvements in planogram execution and shelf efficiency.

Dairy Category:

↑11.4%
Sales increase

↑12.3%
Profit growth

↑6%
Sales per foot rose



Grocery Category:

↑2.5%
Sales per facing width improved by

↑5.7%
Total sales increase of

↑5.3%
Profits increased



Over the past three years, LEAFIO Shelf Efficiency has helped Plum Market optimize daily operations and support its expansion. Starting in Florida and expanding through Michigan, the software enabled a structured rollout by digitizing existing sets and using AI-driven analytics to improve assortments and shelf performance.As the chain grew, Plum Market adopted a proactive shelf management model, using a reset calendar for regular category updates. This improved vendor coordination, reduced disruptions from new products, and ensured consistent merchandising across all stores.
Supermarkets proved that visual merchandising is more than aesthetics—it's performance:

- **Customers find what they want faster**
- **Stores sell more of what counts**
- **Less waste means higher profits**

Take the next step toward smarter retail automation.
Request a personalized consultation today.

REQUEST A DEMO