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When does cross-space elasticity matter in shelf-space planning? A decision analytics approach

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Highlights

- This paper answers the question of what impact cross-space elasticities have on optimal retail shelf layouts.
- Because the empirical measurement of cross-space elasticity is complex and costly, guidelines from a decision analytics perspective are required to understand how cross-space elasticity impacts shelf-space planning and the extent to which it is worthwhile to test it empirically.
- Optimization models for shelf-space planning have gained attention in recent years, especially with cross-space elasticity, however without analyzing the impact on shelf allocations.
- We find that if the magnitude of cross-space effects corresponds to the magnitude measured empirically thus far, the impact on profits and solution structures is only minor. Therefore, complex solution approaches and extensive empirical testing are not justified.
- Cross-space effects have a minor impact on shelf configurations and that they can be disregarded in future research in empirical and modeling studies.

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