

Data-Driven Retail Expansion Success



Holland & Barrett (H&B), a leading UK health and wellness retailer, set out to optimise store expansion with data-driven precision. Traditional methods fell short, risking inefficiencies. Using Fetch Analytics' mobility data and Terrain platform, the company analysed foot traffic and competition — enabling smarter, better-informed decisions for growth, and enhancing strategic site selection and operational efficiency.

GOALS

H&B sought to optimise store locations using near-real-time mobility data — identifying high-footfall areas with strong customer demand, reducing investment risk by avoiding underperforming locations, and strengthening competitive positioning through strategic site selection. Leveraging Fetch Analytics' Terrain platform, the company moved from traditional methods to data-driven decision-making, ensuring each new store maximises customer engagement and profitability while minimising risk.

Challenges

- Site-selection uncertainty — traditional scouting lacked near-real-time insight into consumer movement and behaviour
- Competitive landscape — hard to judge optimal locations relative to competitors and market saturation

Supporting H&B's multi-million-pound transformation, data-driven insights helped prioritise refurbishments and identify optimal locations for expansion — integrating data into site selection and network planning to ensure strategic, customer-led growth.

315

store refurbishments prioritised

35

new stores opened

15

opened as concessions

50

further launches planned

Data-driven decision making

Foot-traffic analytics ensured store locations aligned with genuine consumer demand.

Improved store performance

Strategically chosen sites delivered higher sales potential and reduced financial risk.



Holland & Barrett use Fetch Analytics footfall intelligence to help focus the network plan, ensuring our existing store portfolio is located in the most convenient locations for our customers and helping to identify new white-space opportunities.

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