

How Point-of-Purchase Communication Influences Shoppers and Purchase Decisions

SHOP! France x Toluna — September 2026

Executive Summary

In a retail environment where brands are competing harder than ever for shoppers' attention, this study confirms the strategic value of **in-store advertising and Point-of-Purchase (POP) communication**.

Far from being perceived simply as advertising, in-store communication is seen by French consumers as useful, relevant and closely connected to the purchase decision.

The findings show that POP communication performs several roles throughout the shopper journey: it helps consumers discover products and offers, navigate and understand the range, compare alternatives, try new products and ultimately make their final choice.

Most importantly, it operates at the precise moment when purchase decisions can still change.



Methodology



The study was conducted by Toluna for SHOP! France through an online survey using the Toluna Access Panel. Fieldwork took place from 21 to 27 August 2026, among a nationally representative sample of **1,045 French adults aged 18 and over**.

Quotas and statistical weighting were applied according to gender, age, socio-professional category and region of residence, ensuring that the results reflect the structure of the French adult population.

Key Findings

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1 In-store communication enjoys very strong consumer acceptance



87%

of French consumers have a positive image of in-store communication.

Including 18% who have a very positive image.



30%

of families have a very positive perception of in-store communication.

This is an important starting point for brands and retailers: POP communication is not simply tolerated in the shopping environment. It is overwhelmingly perceived positively.

2 Its legitimacy comes from usefulness, not simply visibility



74%

of French consumers consider in-store communication useful during their shopping journey.



79%

of families consider it useful, with 29% describing it as very useful.

Consumers therefore expect more from POP than simply attracting attention. The most effective communication also provides information, guidance and assistance at the point of decision.

3 Product proximity and experience are the strongest attention drivers

The formats that attract the most attention are those that bring shoppers closest to the product and the experience of using it:



45%

Products available to test



41%

Displays directly showcasing products



35%

Demonstrations, animations or tastings



30%

Large visuals or posters



25%

Messages directly in the aisle



24%

Staged displays or shop windows



21%

Video screens



18%

Interactive terminals or screens



7%

Floor graphics or floor messages



One clear implication emerges: technology alone does not guarantee attention. Tangible, experiential and product-centric executions remain particularly powerful.

Key Findings

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4 POP communication drives purchase



73%

of French consumers say in-store communication can encourage them to buy certain products.



80%

among families.

This confirms that POP is more than an awareness medium. It has the ability to translate visibility and information into commercial action.

5 Its strongest role is revealing the offer and encouraging trial

In-store communication can encourage consumers to:



This suggests a progression in POP effectiveness: visibility → discovery → trial → purchase → arbitration between brands, price points and quantities.

Key Findings

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6 POP is also a shopper service

In-store communication does not only stimulate sales. Consumers also associate it with practical benefits.



77%

says it helps them better understand product characteristics.



76%

says it makes stores easier to navigate.



72%

says it helps them compare products.



65%

says it saves them time.



62%

says it reassures them before purchasing.



This gives POP a dual function: a communication medium and a shopper service.



Key Findings

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7 It can influence the final decision



76%

of consumers agree that in-store communication can play a decisive role in their final choice when choosing between several products.



82%

among families.



52%

of French shoppers often change their initial choice during the shopping trip.

Conclusion



POP communication is a powerful driver of shopper engagement and purchase decisions.

Seen as useful, relevant and closely connected to the purchase decision, it helps consumers discover offers, navigate and understand the range, compare alternatives, try new products and ultimately make their final choice — at the precise moment when decisions can still change.