



Branded products attract

When it comes to household, shoppers prefer brands and are willing to pay a higher price for items they need at short notice.



Place the bulk at the bottom

We recommend large bulky packs are located at the bottom of the fixture where the shelf is deepest.



Merchandise for a bigger spend

Put cleaning tools such as cloths and sponges next to items they will be used with, for example, bleach or bath cleaner.



Give more space to best sellers

Washing up liquid and bleach are amongst the biggest sellers so make sure they have the most space to ensure availability. To provide shelf stand out and help customers find what they are looking for, double face key brands.



Make products easier to find

Help your shoppers find the fixture by using clear signage and merchandising.



Divide products into areas of the home

Customers tend to shop for household products by rooms in their home, so we recommend you divide your fixture into areas of the home and keep similar formats together within those areas.