



Separate types of washing detergents

To make it easier for shoppers to find what they are looking for, try to block products of a similar format together eg powders, tablets, conditioners.



Keep your shelves fully stocked

Research suggests that retailers could be losing £40m a year in laundry sales due to poor availability and out of stocks. While some shoppers may switch brands if they can't find what they're looking for ultimately they will go elsewhere.



Encourage additional sales

Laundry shoppers most often are shopping for washing detergents. To prompt sales of fabric conditioners or 'ironing aid' products it is recommended that these are merchandised close to detergents.



Use clear signage to help shoppers

Customers don't want to spend more time than is necessary in the laundry aisle. So, use clear signs to help your shoppers find the items they want quickly and easily.



Stock small pack sizes

Bulky products are hard to carry home and as many c-stores attract older shoppers or those without cars, we recommend stocking small and medium pack sizes.



Stock the best selling lines

Use our best seller list below to check you offer a variety of sizes and formats to suit the needs of your shoppers.