



Put category where customers see it

Help boost sales by placing the category in a prominent area of your store, within grocery and near other savoury products such as stock cubes, cooking oil, cooking sauces and pickles.



Divide fixture into product groups

Help shoppers by separating the display into three sub categories: Table sauces, dressings and condiments. If space allows include light variants as over 40% of consumers use these products.



Don't miss out on seasonal sales!

In autumn and winter condiments are more important as people eat more hot food, focus on these at Christmas and don't forget the Cranberry Sauce! In summer make the most of the BBQ and salad season, by having a BBQ fixture including mayonnaise and dressings.



Stock best sellers & stick to brands

63% of customers who don't make a purchase say it's because what they wanted wasn't available² so we recommend you offer the top selling brands such as Hellmann's Mayonnaise and Heinz Tomato Ketchup.



Keep up to date with new formats

Be aware of new product formats becoming available because it is worth stocking squeeze packs as these new formats are popular with shoppers².



Keep your fixture stocked up

Make sure you're always stocked up and that products are in the right place with the correct pricing labels clearly visible. Our research tells us that customers shopping for this category are unlikely to replace one format with another, for example mayonnaise instead of salad cream.