

Laundry Top Tips

- 1 Separate detergents by format**

To make it easier for shoppers to find what they are looking for, block products of a similar format together e.g powder, liquid and capsules.
- 2 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.
- 3 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.
- 4 Make sure you're stocking the best selling formats**

Capsules are the top selling format followed closely by Liquids, whilst Powders are in decline. Make sure you allocate the most shelf space to the best selling formats.
- 5 Stock appropriate pack sizes**

The main shopper mission for your store will determine which pack size is most relevant. For stores with a high level of 'top up' shopping, medium and large packs will be required. Stores with limited shelf space and shoppers on a 'need it now' mission should stock small/medium packs.
- 6 Stock the best selling lines**

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

See our website for planograms and more information.

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

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