



Toiletries Top Tips

1

Let people know you sell Toiletries

18% of shoppers do not know that Toiletries are sold in their local store. Place products at the front of the store where they can be seen – if possible near the tills.

2

Focus on core Toiletries

To meet shopper needs, the range must focus on breadth of needs rather than depth of choice – ie not multiple sizes & variants. Shoppers expect a range of ‘everyday use’ products that they do not want to run out of eg; deodorant, shampoo, shower gel, soap, toothpaste.

3

Stock recognised brands

The range should consist of best performing skus in the market to reflect what the shopper buys in their main shop. Concentrate on well known, trusted brands and keep own label to a minimum.

4

Group subcategories together

Group products by subcategory eg; skin cleansing, skincare, hair care. Keep similar items together eg; soap and liquid soap, deodorant and body sprays to help shoppers find what they want quickly. If possible, keep male toiletries together.

5

Communicate value

Price Marked Packs of leading brands can reassure shoppers that they are getting good value for money.

6

Understand your customer specific needs

Think about where you can offer specialist products such as Self Tan in the key season. Also think about your customer profile to better flex your range offering to meet their specific needs - older profile might prefer “skin friendly” products

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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