



Household Top Tips

1

Make products easier to find

Help shoppers find the fixture by using clear signage and merchandising. To them, if the product is not visible it is unavailable.

2

Divide products into areas of the home

Customers tend to shop for household products by rooms in their home, so we recommend retailers divide the fixture into areas of the home and keep similar formats (wipes, triggers etc) together within those areas.

3

Give more space to best-sellers

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

4

Branded products attract

When it comes to household, shoppers want products that will do the job, and trust brands. They are willing to pay a higher price for items they need at short notice. Brands will also help to 'signpost' the most commonly looked-for categories. Branded small packs are the most sought-after.

5

Merchandise for bigger spend

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

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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