

How to Layout Your Supermarket

As you're walking down the aisles of your local grocery store, believe it or not, they are laid out the way they are for a reason. So while you're walking through the aisles trying to find the peanut butter, keep that in mind. If you're designing a supermarket of your own, then you're going to take the experience of shopping in a grocery store and think about the marketing that lies behind what you're seeing on each aisle.

Supermarkets operate in a manner that is designed to push the user through the store until they end up at the cash register. Think about when you first walk in, what do you see? Typically, you feel like you only have one way to go. From there you will probably see the vegetables and maybe the bakery. From the veggies you encounter meats and possibly refrigerated foods such as cheeses, juices and dairy. In the middle aisles you will have your dry goods and breads. On one side of the store you will have your household items like cleaning supplies, tissue, baby supplies and storage supplies. Now as you turn for the cash registers you'll encounter your frozen foods and desserts.

While you're walking through the grocery store, you will want to have this same kind of flow in your store. Your frozen foods are usually the last items you encounter because they are frozen. If you picked them all up first, they would probably be partially defrosted by the time you finished your shopping. This is may be practical, but it's what lies in between where the marketing really comes into play. Think about it like this, the first thing you encounter is the veggies and all the way across the store is the dairy. Why? Because in between picking up your veggies, you're going to see that you need cereal to go with your milk. When you see the cereal, you're going to have two options on this aisle. You can go for the cheaper and a little healthier cereal that is down near the floor shelves. Or, you can go for the more expensive and more sugary cereals that are in the eyesight of your five year old child. See the marketing here?

The idea of the grocery store is that you feel like you're getting around the store quickly to get your three items, but you're more likely to get a good walk in and go home with six items and that's not even including what you're going to see at the cash register and be tempted to purchase.

The flow of the grocery store is designed specifically to encourage shoppers to pick more than what's on their list and it often works in this manner, except on those individuals who are strict shoppers and only get what's on their list. Supermarkets are also set up to appeal to the younger generation, as many of their favorite items are right in eyesight on the third or fourth shelf. They could place all the essentials right in one location, but you wouldn't be able to market all of your other products if you did that.

The best way to layout your grocery store is to keep the essentials in the four corners and place items that are appealing right in eyesight. These are the two keys to the supermarket layout.