

GROCERY STORE

Layout Traps

AMBUSH SALES

Products put in unexpected places to prompt customers to make impulse purchases.

MULTI-BUY MIND GAMES

“Buy more, save more” deals and displaying related items together gets customers to buy more.

UPSELLING

Budget and luxury items placed together to goad customers into “rewarding” themselves.

HIDDEN BARGAINS

Store brand items are displayed on higher or lower shelves, while name brands are at eye-level.

TOP SELLERS IN MID-AISLE

Forces customers to walk past more products and can increase visibility of less popular products.

NO EXTERNAL CUES

Like a casino, grocery stores are generally devoid of windows and clocks to get you stay longer.