



Cleaning up



It's time to focus on your household cleaning range as customers spring into a new season with a big clean

The spring clean has snowballed over recent years to become a national habit and a significant event; one that is well worth your attention. Customers on a mission will visit your store expecting to find all the products they need.

If your household range is tucked away towards the back of the store, shoppers may not know it exists. Site a selection of bestselling products – including wipes as they represent more than 25% of value sales in the category¹ – covering all tasks, for example, bathroom, in an area of high footfall so customers can see them, and signpost to your full range with eye-catching **POS**. This tactic will also boost impulse sales.

Clever planning

Make sure the bestselling and well-known brands are visible and easily accessible on shelf – see **pages 28-29** for the bestsellers. Draw attention to antibacterial and multi-purpose products as these are in high demand – multi-purpose wipes and cleaners account for 64% of household cleaning sales¹. Help customers shop efficiently by grouping products by room: living room, bathroom and kitchen.

Brands do wipe out the competition in this category, but stocking Local Living own-brand products, such as all-purpose cloths, sponge scourers and kitchen roll, is important to give choice for budget-conscious shoppers.

Click for more range advice with the Plan for Profit Focus On Household & Laundry guide



(Source: ¹Nielsen – HHC – GB Total Impulse – Value Sales – MAT 24.02.24)

What to stock



Bleach



Surface spray



Surface wipes



Air freshener

TOP TIP

Set a good example by making sure your store is clean and tidy!



Disinfectant



Multi-purpose cleaner



Limescale remover



Window and glass cleaner



Bathroom spray



All-purpose cleaner



Polish



Boost your sales and follow Plan for Profit on **Facebook** and **X**

