



# SUCCESSING ON SUPERMARKET SHELVES

How integrated-segregated product placement  
can promote sustainability and boost profits

# WHY DOES MERCHANDISING MATTER?

For supermarkets stocking plant-based products, having them integrated amongst animal-based products or segregated in their own aisle is a key point of contention.

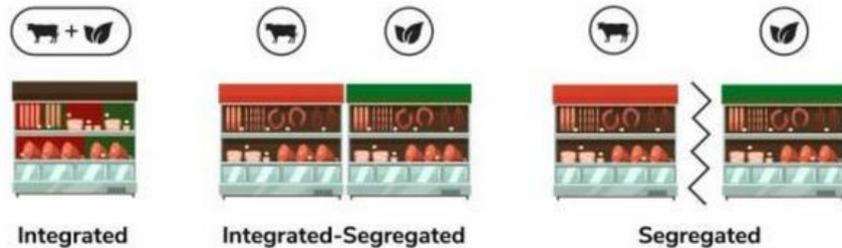
Is it better for vegans and vegetarians to have a **one-stop aisle shopping experience**, where they can find all of their plant-based products in one place without being confronted by meat and dairy products?

Or is it a more effective sales technique to **integrate plant-based products** with their meat alternatives, thus allowing non-vegan shoppers to more easily transition to plant-based?

AT PROVEG INTERNATIONAL, WE  
RECOMMEND WHAT IS KNOWN AS AN  
**'INTEGRATED-SEGREGATED'** APPROACH.

An integrated-segregated approach means having plant-based products grouped together but positioned within the animal-based-product aisle.

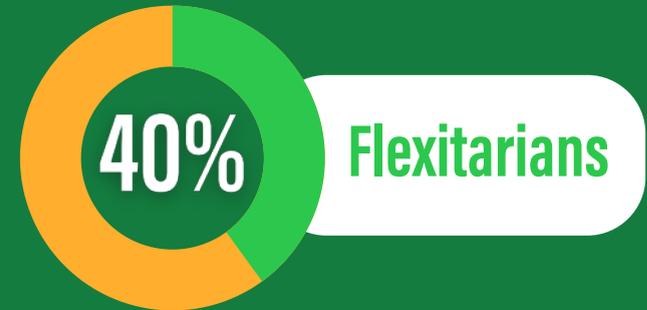
This merchandising approach can boost sales and aid sustainability, while still allowing vegans to access their favourite products.



# TARGETING FLEXITARIANS

A survey found that almost 40% of EU consumers now identify as either flexitarian, vegetarian, pescetarian, or vegan.<sup>1</sup>

Targeting this larger group with the integrated-segregated approach means a chance for your business to **sell more plant-based products and boost your bottom line.**



# THE POWER OF MERCHANDISING



A study by US retailer Kroger found that integrating plant-based alternatives into conventional-meat aisles increased sales of the former by 23% compared to control stores.<sup>2</sup>

When asked what changes would help them choose healthier and more sustainable options while shopping,

**57%**

of consumers agreed that stocking meat-free products in the "meat" aisle would help.<sup>3</sup>

Not only will this boost your store's profits,  
**but it will also help to promote sustainability.**

| A recent study found that plant-based sausages and burgers are up to **10 times more sustainable** than their animal-based equivalents.<sup>4</sup>

**Stocking these kinds of plant-based products in easily accessible and visible in-store locations will have substantial benefits for both animals and the planet.**



The best way to support flexitarians in reducing their meat intake is probably through **interventions that make it easy to turn intentions into action**, [such as] increasing the availability of tasty plant-based products, [or] making it easy to identify stores or restaurants that have a wide range of plant-based options."

**DR FILIPPO BIANCHI**

*Senior Advisor at The Behavioural Insights Team*



# OVERCOMING CHALLENGES



**Customers will need to adapt to the changes made to the aisles.**

However, this challenge can be made easier with a combination of **informative store signage**, as well as **helpful communication** from store employees about benefits of the integrated-segregated approach.

# KEY TAKEAWAYS



The integrated-segregated approach can dramatically boost sales



The integrated-segregated approach can promote sustainability



Challenges can be overcome through effective communication

# WORKS CITED

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