



## **Towards a better understanding of space allocation strategies of terroir products in grocery stores**

Publication type: Journal article

Journal: [Systèmes alimentaires / Food Systems](#)  
2017, n° 2. varia

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**Abstract:** This article explores the space allocation strategies for terroir products in grocery stores. The results confirm the existence of the three kinds of allocations identified in the literature: on a dedicated shelf, on the shelves of their products categories, and double allocation. Moreover, our research suggests that determinants, objectives and constraints related to the space allocation decision are impacted by the branding strategy, store format and terroir products category.

Pages: 143 to 171

Journal: [Food systems](#)

CLIL theme: 3306 -- SCIENCES ÉCONOMIQUES -- Économie de la mondialisation et du développement

EAN: 9782406071969

ISBN: 978-2-406-07196-9

ISSN: 2555-0411

DOI: 10.15122/isbn.978-2-406-07196-9.p.0143

Publisher: Classiques Garnier

Online publication: 11-17-2017

Periodicity: Annual

Language: French

Keyword: Terroir product, product layout, accessibility, ease of purchase, merchandising

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