

# YRC Reveals: Most Grocery Layouts Designed by Carpenters, Not Category Planners - New Layout Planning Framework Released

*When shelves follow a carpenter's instinct instead of category logic, every aisle quietly leaks margin the owner never sees.*

DUBAI, DUBAI, UNITED ARAB EMIRATES, June 27, 2026

/EINPresswire.com/ -- What if the tidiest looking grocery floor is the one quietly bleeding the most margin? For most [\[redacted\]](#), the answer sits in plain sight on every shelf, unmeasured and uncorrected.

Your Retail Coach (YRC), a retail and eCommerce consulting firm that has advised 500+ businesses across the globe, has released a Layout Planning Framework built to expose the planning failures buried inside everyday grocery stores and the avoidable revenue they drain.



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Most grocery owners place fixtures first and shoppers second. A carpenter sets the shelves, category logic never enters the room, and the margin leak compounds.”

*Rupal Agarwal, CSO at Your Retail Coach*

[redacted]

-> Unplanned decisions drive as much as 60% of what lands in a grocery basket, yet most layouts give that impulse nowhere productive to go.

-> Poor category adjacencies can suppress a department's sales by 20% or more, simply because related products sit aisles apart.

-> Items placed at eye level outsell the same products on the bottom shelf by roughly 35%.

-> A confusing store path shortens visit time, and shorter visits cut basket value, with

abandoned trips climbing past 25% in badly zoned formats.

-> Checkout queue zones, often the most valuable real estate in the store, sit underused in close to 70% of independent grocery formats.

-> None of this is bad luck. It is the predictable cost of scaling shelf space without a planning system underneath it.

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The framework breaks grocery layout into modular components, each one mapped to a measurable revenue lever.

-> Category Flow Mapping: Reorders departments around real shopper missions instead of fixture convenience. Stores that fix flow first typically recover 15% of suppressed category sales.

-> Adjacent Product Planning: Places complementary products in proximity to each other to boost their attachment levels. If done right, it increases basket size by 10%-18%.

-> Shelf Eye-Level Allocation: Allocates premium shelf space based on contribution margin, not by supplier demand.

-> Footfall Route Planning: Creates a strategic route to ensure shoppers pass by high-margin zones before going to the checkout point. It keeps shoppers in the store for an extra 20%.

-> Fixtures Sizing: Properly aligns fixtures with categories according to their roles and importance.

-> Zoning Standards: Documents repeatable layout rules so every new store opens to the same tested blueprint.

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Grocery margins are tightening across every major market as discounters expand and shopper loyalty thins. Layout remains one of the few levers an operator still controls without raising prices or cutting range. Retailers who restructure layout now convert existing footfall into measurably higher baskets. Those who wait keep paying the same hidden tax on every store they open.

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Your Retail Coach (YRC) is a leading [0000000 0000 0-0000000000 00000000000000](#) providing expert guidance to retailers all over the world through their offices located in Dubai, Pune, and Nigeria. They have worked with over 500 retail companies around the world in SOPs, inventory control, store design, HR, ERP deployment, and [00000000000 0000000000](#).

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