

# HOW TO GET LISTED IN SUPERMARKETS FOR FMCG BRANDS

Getting listed in supermarkets is a major milestone for any FMCG brand. The way to a listing in the supermarket can contain many obstacles. This checklist is intended to provide assistance so that nothing prevents a listing.

**This checklist was created with the kind support of [Rewe Start-up Lounge](#).**

## Get the basics right

- I have a product liability insurance
- I have these numbers for my product
  - GTIN
  - LUCID
- I have a GLN to be uniquely identified
- I have all the necessary certifications

## Product, Market & Sales

- I can create enthusiasm for the product
- I have a clear positioning for my product that fits the portfolio of the supermarket
- I have identified the gap for my product in the supermarket
- I capitalize on a growing trendy
- I can achieve the average sales per store per week in the respective product group
- I am aware that the trade margin is usually at least 30%.
- I have calculated the margin between the retail price and the MSRP

## Scalability

- I am prepared to produce at a larger scale
- I am a scalable and reliable player
- I have my logistics and digital infrastructure in place

## I am prepared to answer these questions

- Who is my Team?
- How long have I been on the market?
- To what extent is my product sustainable?
- What is the margin between the retail price and the MSRP?

## DO:

Study the area's supermarkets and see the current trends and where exactly you see your product.

## DONT:

Under no circumstances neglect the exact pricing of your product. Even at an initial pitch, retail price and MSRP must be present and coherent.

→ **Want a more detailed description of how to get a successful listing?**

**Watch this on-demand webinar [“Do's & Dont's in retail”](#) [german only]**

**or read our [Blogpost on Demystifying EDI](#).**