



@Supermarket: Package Designs

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Supermarket package designs that add color to your daily life. To establish distinctive retail shops, it has become essential to develop a store identity based on clear marketing strategies and concepts. Supermarkets strongly rely on its brand to give it a competitive edge against its many competitors. Some well-known supermarkets have succeeded in branding themselves. Featured here are HEMA, a Dutch supermarket, which achieves this with their own consistent brand image, employing a vivid eye-catching logo. Waitrose in the UK developed their private brand and receives much attention likewise, in the design world and from their customers, for their beautiful package design. Supermarkets that successfully create strong identity and consumer awareness inevitably generate loyalty among their customers. @Supermarket presents a wide variety of package designs for everyday products available at supermarkets, ranging from food and confections to various home products such as detergents, soaps, and daily wares. The designs of the actual shops are discussed as well as various visually stunning items such as shopping bags, carts, leaflets, and posters. The consistency in design of approach contributes to establishing a look that elicits credibility and attracts customers. In addition to showcasing design examples from all over the world, four representative supermarkets, well known for their bold graphic designs, are featured with interviews.

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