

# Sneaky Tricks Grocery Stores Use to Get You to Spend More

Here's an interesting statistic: **70%** of the items in the average grocery cart at checkout *weren't* on a shopper's list. So why do we load our carts with impulse buys? It's simple: Grocery stores are tricking you into spending more money! Here's a list of sneaky ways grocery stores get you to spend more. So you can save money on your next shopping trip. This is from the Associated Press:

- Watch out for those **displays at the end of an aisle**. Studies show that customers are **30% more likely** to buy goods from end-of-aisle displays than straight off a regular shelf. Why? Shoppers see end-of-aisle displays more easily. They also assume that these products are on sale – which is rarely the case. So don't buy the item unless it's on your list.
- Don't always assume that **a bigger box of food is cheaper**. Tod Marks is a senior editor at Consumer Reports, and he and his team found that one out of four times, a smaller version of a product was cheaper per ounce, per pound, or per serving than the bigger version. So look for the "unit price" and compare *that* instead of assuming that bigger means cheaper.
- Another grocery store trick: **Pre-cut fruit, vegetables, and cheese**. Yes, these items can reduce your time in the kitchen, but know this: Consumer Reports found that six ounces of pre-shredded carrots cost five times MORE than a comparable handful of whole carrots.
- Finally, know this: The items in the display **by the cash register** are *always* marked up – whether they're toothbrushes, bandages, candy, or toys. So avoid them.

Like we always say, shop with a list. Experts estimate you could save at least \$1,200 each year if you only buy food on your shopping list.