

Market and Supermarket Typology of Food Market

Name	Barter	Wet Market	Retail Store	Automat	Supermarket	Online Shopping		
Definition	A method of exchange by which goods or services are directly exchanged for other goods or services without using a medium of exchange, such as money.	A wet market is generally an open food market. Some of the common names include "traditional markets", "Gaai Si", "Marktplatz", etc.	Retail consists of the sale of different physical goods or merchandise from a fixed location, such as butcher, in small or individual lots for direct consumption by the purchaser.	An automat is a fast food restaurant where simple foods and drink are served by coin-operated bill-operated vending machines.	A form of grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into departments. Now this form of market occupy a lions share of global food market. and self-service began to spread into every commercial field. It can be generally according to scale and location divided into 4 types: convenience store(CVS), regular supermarket and warehouse-style supermarket and hypermarket.	It is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet.		
Dates	The earliest deal can be traced back to 10000.B.C.	The wet market can be dated back to Ancient Greek Times.	The earliest one appeared in Ancient Greek Times.	The earliest one occurred in Ancient Rome Times which sold saint water.	The first supermarket opened in 1930 US. King Kullen. The first European one opened in 1948 Zurich, CH. Migros. The first department store appeared in 1734 UK. Bennett's of Irongate. Swiss' first one opened in 1902. Manor. (The original form gradually died out.)The first hypermarket opened in 1962 US. Grand Rapids.	The first online store formed in 1997 US. then become the trend.		
Facts	No certain store demand. Before the innovation of money, people buy food with other food or goods. It is just the rudiment of food market. because it involves more than 3 people to become a market.	The market square in Basel founded in 1261. It was the centre of the city then. Now wet market still exists in some cities, but most have lost the role of feeding city. Consist of many stands, normally a traditional one will takes up 1000-3000 m ² .	There are grocer, confectioner, butcher, etc. Besides specialised store, there are also mixed ones. Retail establishments are often called shops or stores. The area needed differs a lot, according to the dimension, normally around 10-100 m ² .	Since 20th century, all kinds of automats were invented, most developed in US and Japan. Coke Cola Co. owns over 0.5 million automats worldwide. Single one takes about 1 m ² , Series 10-20 m ² .	It is a small-scale supermarket in a built up area that stocks a range of everyday items. They may be located along busy roads, in urban areas, or near railway stations, some have long shopping hours, even 24 hours and are usually more expensive than regular supermarkets as it's their source of added value. It takes 400-2500 m ² . It needs at most 400 m ² .	Hypermarket is a superstore combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip. It occupies at least 2500 m ² , some are even over 10000 m ² . A very large-scaled supermarket, instead of normal store, looking rather like warehouse, mostly for wholesale use or direct discount sale of goods bundled or packed in larger than conventional retail quantity. In most case they are located in suburban areas. most of them are 10000-20000 m ² , some are up to 50000 m ² . It does not take any consumer area at all.		
Exteriors								
	Fish market in Basel	One Grocer in CH	Selecta. Typical Automat in CH	Migrolino. Typical CVS in CH Belongs to Migros Group	Migros. Biggest Retailer in CH	Manor. 1st Department Store in CH. Later becomes one Hypermarket.	Metro in DE. First and biggest of this kind.	
Interiors								
	Barter in oil painting	Close-up to Stalls Market square, Basel	Inside of a Confectioner, CH	Inside of Migrolino	Inside of Migros. Represent typical shelf space	Inside of Migros City A typical Hypermarket in CH	Metro interiors	Leshop.ch
Plan 1:1000								
	Market square in Basel, 2011	2 Retail stores (Grocers)	Single Automat	a CVS	a Regular Supermarket (Walmart)	Part of a Hypermarket (0 Floor)	Part of a Warehouse-style Supermarket	

Development of Food Market Typology

Shopping originated with the start of barter before the innovation of the modern day currency. The earliest one can be traced back to 10000.B.C.



As early as Ancient Greece Time, occurrence of market squares and a lot of different kinds of retail stores.

1260, the form of Basel Market square.

1471, autumn fair appeared in Basel, which is now the biggest and the oldest seasonal market in CH. Together with featured funfair.

Around 1600, the Christmas market began to play an important role in peoples' life where people can buy many festival -connected food and other goods.

Around 1816, "flohmarkt" i.e. the second-handed goods market has formed in Basel. Now it still opens almost every week in several public squares in Basel.



The first department store appeared in 1734 UK. Bennett's of Irongate.



1930, the first supermarket "King Kullen" opened in US by Michael J. Cullen.

Fred Meijer combine a supermarket and a department store, opened its first one-stop shopping center in 1931.



2008, first group purchase website "groupon" opened in America, then lead the global trend of e-shopping. e.g.groupon.ch,dailydeal.de



1948, Migros opened the first European supermarket in Zurich,CH.



1902, the first department store "Manor" opened in Switzerland.



In 1962, Walmart opened its first store. Now it is the biggest Company worldwide.



In UK, self-service shopping become established since 1960s. Tesco becomes the biggest one.



1997, a new kind of shopping has made its debut. i.e. online shopping, such as ebay,leshop.etc.



In the 1950s, supermarkets frequently issued trading stamps as incentives to customers which is the rudiment of member card.

-10000

-1000

1000

1800

1820

1840

1860

1880

1900

1920

1940

1960

1980

2000

2020

Package

The first packages used the natural materials available at the time: Baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc.

Processed materials were used to form packages as they were developed: for example, early glass, which can be traces back to 3500.B.C.



The earliest recorded use of paper for packaging dates back to 1035.



Iron & tin plated steel were used to make cans in the early 19th century.



1845, the plastic bags are introduced to world, then it became soon the major shopping container world wide.



1851, "Tetrapak" is invented in Lund, Sweden, then became very popular in certain food area, like milk, juice, etc. It is the biggest company of Sweden. With convenience, it also brought up environmental hidden trouble.

Paperboard cartons and corrugated fibreboard boxes were first introduced in the late 19th century.



Since the 1980s, post-consumer recycling has increased due to curb side recycling, consumer awareness, and regulatory pressure. About half of this market was related to food packaging

Since 2000, a lot of countries or cities forbidden using of plastic bags due to environmental reasons. instead, paper bag or cloth bag becomes the main trend when people go shopping in supermarkets.



Payment

Before the innovation of currency, all people can pay is by other goods or labour.

Around B.C.1100, people can finally pay by so-called money, but at that time there were just coins.



With many problems of the coins (like loss of valuable metal), people then begin to use banknote in 1023. The first bank note is invented in China.



It was during the 20th century that cheques became a highly popular non-cash method for making payments and the usage of cheques peaked.



Credit Card was first used in the 1920s, in the United States, now there are various of credit cards, such as visa, mastercard, etc.



1997, together with the online shopping, online payment. Virtual Account such as paypal also make its debut.



Mobile handset based payments are also occurred around 2000.



Context

Around 10000B.C. the Agricultural civilization end of Stone Age.

800.B.C.-146.B.C. Ancient Greece Time

600.B.C.-476. Ancient Rome Time

4000B.C. the Ancient China begins.

202.B.C.-8. B.C. Silk road

3200B.C. the Ancient Egypt begins.

1300-1600 Renaissance

1378 Disruption of Christian Church

1491 Columbus discovered the new continent America

1765-1844 First Industrial Revolution

1783 The independent of United States

1871 Foundation of Germany.

1871-1914 Second Industrial Revolution

1873-1896 Worldwide economic crisis Long Depression mainly in EU and US

1852 beginning of Napoleon Epoch

1909 The Ford Motor Company invents the assembly line

1914-1918 First World War

1929 Wall Street Crash and Stock Market Crash

1929-1939 Worldwide economic crisis Great Depression

1939-1945 Second World War

1955-1965 Baby Boomer

1969 Moonlanding

1970 Global boosting trade

1973 Watergate scandal

1977 First mass-produced personal computers

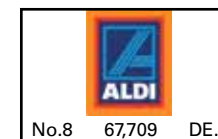
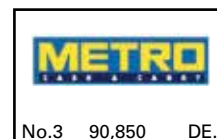
2004 Online Retail stores reached 1 million.

1986 Chernobyl disaster

1990 Inventing of the World Wide Web

Current Typical Supermarket Chains

Ranked according to sales 2009 (US.\$mil)



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