

BLOG

Cartography: Putting Shopping Carts on the Map



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Ever find yourself pushing a trolley, wrangling a buggy, or steering a shopping cart down the aisles? These trusty-wheeled sidekicks are a staple in stores around the globe, each known by a different name. What do you call yours?

Join us on a fun journey to discover the quirky and charming names we have for these essential shopping companions.

Cart / Buggy – USA & Canada

In the U.S., folks usually call it a “cart.” It’s a straightforward term that matches the American spirit of getting things done, especially in big supermarkets and stores. Think of it as your trusty, all-American sidekick for hauling everything! But if you travel to some parts of the South, you might hear people refer to it as a “buggy.” This 18th century name has roots in horse-drawn carriages, adding a touch of nostalgia to your grocery trips. Somehow, cruising the aisles with a “buggy” just makes the whole shopping experience a bit more charming.

Panier – Quebec (Canada)

In Quebec, people often call shopping carts “paniers,” even though the word traditionally means “basket” in French. This reflects the region’s unique blend of linguistic and cultural influences, where a simple shopping aid assumes a quainter and more personal touch. In Quebec’s grocery stores and markets, the panier symbolizes more than just a tool for transporting goods; it represents a basketful of possibilities, from gourmet Quebecois ingredients to everyday staples.

Using a panier in Quebec adds a touch of local charm to shopping trips, echoing the province’s rich heritage and the importance of community and family in daily life.

Whether you’re filling up your panier in a bustling Montreal supermarket or a cozy neighborhood boutique, it becomes part of a cherished routine, enhancing the shopping experience with a nod to Quebec’s distinct identity.

Trolley – UK, South Africa and Australia

If you are shopping in the UK, South Africa, or Australia, what many of us would call a shopping cart is actually a ‘trolley’. Not only do the locals know what this word means, but it makes each shopping trip... a bit cheeky.

In the UK, “trolley” is embedded deeply in everyday language, reflecting the nation’s penchant for unique colloquialisms. Australians share this term, adding a laid-back vibe to the efficient act of shopping, mirroring the nation’s culture of simplicity and friendliness. In South Africa, the use of “trolley” ties into the diverse linguistic landscape, standing out as a universally understood term amidst the country’s eleven official languages.

Using a trolley in these countries is about convenience and ease. Whether “doing the shopping” through the large aisles of a bustling London supermarket, navigating through the expansive malls of Melbourne, or steering through the retail centers of Johannesburg, the trolley is your reliable companion, embodying a blend of practicality and local charm.

Trundler – New Zealand

In New Zealand, people often call shopping carts “trolleys,” but there’s also a unique term they use: “trundler.” This word brings to mind a gentle, rolling pace, perfectly matching the easygoing and friendly Kiwi lifestyle. A trundler isn’t just a tool for moving groceries; it feels like a trusty sidekick as you stroll through the inviting supermarket aisles. The name itself, both practical and whimsical, emphasizes how effortlessly these carts glide. Next time you’re shopping in New Zealand, you might enjoy picking up a trundler, immersing yourself in a local tradition where even the shopping carts seem infused with the country’s culture.

Carrito – Spain and Latin America

In Spanish-speaking regions, you’ll often push a “carrito” through the aisles. “Carrito,” a playful term for a small cart, adds an endearing touch to grocery shopping. This charming twist makes the task feel lighter and reflects a cultural habit of using affectionate language to personalize everyday activities.

Einkaufswagen – Germany

In Germany, the Einkaufswagen (shopping cart) is a symbol of practicality and efficiency. With the simple insertion of a €1, €2, or even a €0.50 coin, the cart is unlocked, ready to glide smoothly through the aisles. It’s more than just a tool—it’s a reliable companion that helps make the shopping experience seamless. From gathering fresh produce to household essentials, the Einkaufswagen reflects Germany’s love for order, structure, and the little moments of efficiency that make everyday life run just a bit smoother. Interestingly, the biggest manufacturer of shopping carts is located in Germany,

a typical hidden champion in the global market. Additionally, we’re starting to see some innovative smart locks that allow customers to unlock their shopping carts with their phones, further enhancing convenience.

Winkelwagen – The Netherlands

In The Netherlands, a shopping cart is referred to as a “winkelwagen,” which directly means “shop wagon.” This name beautifully reflects the cart’s practical purpose, imagining it as a little wagon that you guide through the twisting aisles of Dutch supermarkets. The winkelwagen is not just a convenience but an essential part of the shopping experience in The Netherlands, reflecting the practical and organized nature of Dutch society. As you navigate through a Dutch store, pushing your winkelwagen, you’re participating in a daily ritual that’s as structured as it is essential to the local shopping scene.

France – Caddie® or Chariot

In France, what we know as a shopping cart is affectionately called a “caddie®” or a “chariot.” The name “caddie®” originally comes from a popular brand but has become a widely used term. In French supermarkets, a shopping cart—whether it’s a caddie® or a “chariot”—is more than just a simple tool; it’s a trusted companion in your shopping experience. Whether you’re navigating the wide aisles of a hypermarket or picking up fresh produce from a local store, the caddie® or chariot plays a key role in the process of gathering the ingredients for those beautifully prepared French meals. Embracing the caddie® or chariot while shopping in France offers a glimpse into how even everyday activities carry a sense of purpose.

Italy – Carrello

In Italy, people lovingly refer to the shopping cart as a “carrello.” This term brings to mind a convenient little cart weaving through the aisles of Tuscan markets. “Carrello” literally means “little cart,” capturing both its functional use and the warm, familiar vibe of shopping in Italy.

Using a carrello in Italy isn’t just about utility; it’s part of a cultural expression, integrating seamlessly into the art of preparing meals that are at the heart of Italian family life. As you push a carrello along the colorful arrays of fresh produce, cheeses, and cured meats, you’re participating in a timeless tradition that blends shopping with the joy of culinary discovery.

Norway – Handlevogn

In Norway, they call shopping carts “handlevogn,” which literally means “shopping wagon.” This term encapsulates the practical nature of the shopping aid. The handlevogn is a fundamental part of shopping in Norway, reflecting the efficiency and organization valued in Norwegian society.

Navigating a store with a handlevogn is emblematic of the Norwegian approach to shopping: systematic, clean, and environmentally conscious. Many stores in Norway are designed to be eco-friendly, and the handlevogn fits perfectly into this ethos, often made from recycled materials and designed to minimize environmental impact. In Norway, using a handlevogn is about making shopping trips easier and embracing a mindful and eco-friendly shopping tradition that values the environment. Whether you call them carts, trolleys,

buggies, or carritos, these rolling helpers serve the same basic purpose: simplifying our shopping experience.

Shopping carts play a very functional roll around the world, assisting shoppers as they select their items and move them through a store as they make their final selections and reach the point of payment. Unfortunately, retailers around the world have also come to realize that the trolley can be used by bad actors as well, and the rolling convenience provided can also mean more goods can be stolen quicker. Gatekeeper Systems’ has a response for this challenge with their SmartWheel® device and Purchek® Pushout Theft Prevention Technology. Gatekeeper Systems’ SmartWheel® technology and the Purchek® solution, an innovative technology that are transforming how these everyday objects support shopping experiences and add value to organizations around the world.

How SmartWheel® Devices Work

Gatekeeper Systems’ patented SmartWheel® devices, the technology behind systems like the CartControl® and the Purchek® technologies, aren’t just about rolling smoothly. They are equipped with sensors and locking mechanisms programmed to engage when specific conditions are met, such as trying to exit a store without proper checkout. This system ensures that the cart containing unpaid merchandise stays within store boundaries without putting any strain on store personnel or causing distress to shoppers.

The Benefits of High-Tech Carts

- **Loss Prevention:** With technologies like The Purchek® technology®, retailers can drastically reduce incidents of cart-based theft. The moment an unpaid cart tries to cross the threshold, the SmartWheel® devices lock, securing both the merchandise and the cart.
- **Enhanced Customer Experience:** Technology that supports a positive shopping experience with no disruption if the cart meets the criteria of a paid transaction, using
- **Operational Efficiency:** Retailers can track cart usage and gather data on shopping patterns, allowing for better resource management and improved customer service.
- **Safety and Order in the Parking Lot:** CartControl® systems can also keep parking areas safer and more organized by preventing carts from being scattered haphazardly, reducing damage to vehicles and potential accidents.

Whether it's a locking cart, trolley, buggy, or carrito, the evolution of the shopping cart with SmartWheel® technology like CartControl® and The Purchek® technology is something to be excited about. As we continue to innovate and adapt these tools, the only constant will be their ability to enhance the shopping experience, proving that sometimes, the most significant revolutions come on small wheels. Next time you grab a cart, take a moment to appreciate the global connection and the smart technology that's rolling into a store near you!

About Gatekeeper

Gatekeeper Systems' expanded product suite of intelligent cart solutions offers solutions for EVERY retailer's needs to minimize merchandise loss, reduce asset and labor expenditures. Gatekeeper's loss prevention and cart containment solutions utilize patented locking technology to put an end to cart-based shoplifting, shopping cart loss, and uninformed decision-making. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image. Intelligent pushout theft prevention solutions stop thieves and their cart full of unpaid merchandise from leaving the store. Customizable technology allows retailers to defend their entire store or just a high loss department based on the store's unique layout. Business Intelligence solutions provide increased visibility for informed decision making. Increase efficiency, optimize fleet size, and perfect the entire customer shopping experience with store and enterprise-level analytics.

