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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 17110-2025

Replacing GB/T 17110-2008

**Requirements for shopping environment and marketing
facilities of retail stores**

商店购物环境与营销设施的要求

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting. This document supersedes GB/T 17110-2008 "Requirements for Shopping Environment and Marketing Facilities in Stores" and is consistent with GB/T 17110-2008. Aside from structural adjustments and editorial changes, the main technical changes are as follows:

---Added the term and definition of "store" (see 3.1);

---The definitions of "shopping environment" and "marketing facilities" have been revised (see 3.2, 3.3, and 3.2 in the 2008 edition);

---A new chapter on "General Requirements" has been added (see Chapter 4);

---Added content on "Exterior Environment" (see 5.1);

---The settings and requirements for "In-Store Environment" have been changed (see 5.2, 4.2 in the 2008 version);

---The settings and content of "Marketing Facility Requirements" have been changed (see Chapter 6, Chapter 5 of the 2008 edition). Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of Wholesale and Retail Markets (SAC/TC438). This document was drafted by: China General Chamber of Commerce, Zhuhai Wanlian Zhida Commercial Services Co., Ltd., and New Consumption (Beijing)

Planning Institute Co., Ltd. company. The main drafters of this document are. Li Xiangbo, Zhu Yumei, Wu Chengxiang, Shen Yang, Jin Xiaolei, and Chen Xiangdong. The release history of this document and the document it replaces is as follows:

---First published in.1997 as GB/T 17110-1997, and revised for the first time in.2008;

---This is the second revision. Requirements for store shopping environment and marketing facilities

1 Scope

GB/T 17110-2025 is the Chinese national standard covering the shop floor as a designed environment - the aisle widths and the circulation, the lighting and the temperature, the signage and the accessibility, the fitting rooms and the rest areas, and the fire escape routes that the shelving must not encroach on. It replaces GB/T 17110-2008, under the Ministry of Commerce. In force from 1 February 2026. Issued on 5 October 2025, it has been in force since 1 February 2026, replacing GB/T 17110-2008.

This document specifies the general requirements for the store shopping environment and marketing facilities, as well as the requirements for the shopping environment and marketing facilities. This document applies to the design and construction of shopping environments and marketing facilities for large and medium-sized stores with a total building area of 5000m² or more. Smaller stores... For store reference.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 10001.1 Public Information Graphic Symbols Part

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 retail store Commercial establishments that primarily engage in retail and provide related consumer services.

3.2 shopping environment The space provided inside and outside the store for completing shopping activities and related consumer services.

3.3 Marketing facilities Facilities and equipment directly related to store operation and merchandise sales.

4.1 Demand-oriented

4.1.1 Store layout should meet consumer needs and psychology, taking into account product structure, business methods, etc., and through the shopping environment and marketing facilities.

5 Shopping Symbols

GB/T 18883 Indoor Air Quality Standard

GB/T 38849 Green Shopping Mall

GB 50763 Barrier-free Design Standard CJJ

14 Design Standard for Urban Public Toilets JGJ

48 Code for Design of Shop Buildings JGJ392 Code for Electrical Design of Shop Buildings