

merchandise

1. [ˈmɜːtʃ(ə)ndɑɪz, -{ˈmɜːtʃ(ə)ndɑɪs}] *n*

- 1. 1) товары
- 2) *амер.* экспортно-импортные товары
- 2. *уст.* торговля

2. [ˈmɜːtʃ(ə)ndaɪz] *v*

- 1. содействовать распространению, продаже какого-л. товара
if this product is properly merchandised, it should sell very well - если этот товар как следует разрекламировать, он очень хорошо пойдёт
- 2. торговать

merchandise

Oxford Advanced Learners Dictionary 8th Ed.

mer-cha-n-dise [merchandise merchandises merchandised merchandising]

noun, verb

noun *BrE* [ˈmɜːtʃɑːndɑɪz] ^s ; *NAmE* [ˈmɜːrtʃɑːndɑɪz] ^s *BrE* [ˈmɜːtʃɑːndɑɪz] ^z ; *NAmE* [ˈmɜːrtʃɑːndɑɪz] ^z **uncountable**

- 1. (formal) goods that are bought or sold; goods that are for sale in a shop/store
 - a wide selection of merchandise
 - These tokens can be exchanged for merchandise in any of our stores.
- 2. things you can buy that are connected with or that advertise a particular event or organization
 - official Olympic merchandise

Word Origin:

late Middle English: from Old French **marchandise**, from **marchand** 'merchant' .

Synonyms:

product

goods • commodity • merchandise • produce

These are all words for things that are produced to be sold.

product • a thing that is produced or grown, usually to be sold: ▸ to create/develop/launch a new product

goods • things that are produced to be sold: ▸ cotton/leather goods ◊ ▸ electrical goods

commodity • (economics) a product or raw material that can be bought and sold, especially between countries: ▸ rice, flour and other basic commodities

merchandise • [U] goods that are bought or sold; things that you can buy that are connected with or advertise a particular event or organization: ▸ official Olympic merchandise

goods or merchandise ?

Choose **goods** if the emphasis is on what the product is made of or what it is for: ▸ leather/household goods . Choose **merchandise** if the emphasis is less on the product itself and more on its brand or the fact of buying/selling it.

produce • [U] things that have been grown or made, especially things connected with farming: ▸ We sell only fresh local produce.

consumer/industrial products/goods/commodities

household products/goods

farm products/produce

luxury products/goods/commodities

to **sell/market** a product/goods/a commodity/merchandise/produce

to **export** a product/goods/a commodity/merchandise

to **buy/purchase** a product/goods/a commodity/merchandise/produce

Example Bank:

- a substandard piece of merchandise
- excellent deals on quality merchandise

verb *BrE* [ˈmɜːtʃɑːndɑɪz] ^z ; *NAmE* [ˈmɜːrtʃɑːndɑɪz] ^z ~ sth

to sell sth using advertising, etc.

Verb forms:

verb forms	
present simple	
I / you / we /they	merchandise
	<i>BrE</i> / ˈmɜːtʃɑːndɑɪz/
	<i>NAmE</i> / ˈmɜːrtʃɑːndɑɪz/
he / she /it	merchandises
	<i>BrE</i> / ˈmɜːtʃɑːndɑɪzɪz/
	<i>NAmE</i> / ˈmɜːrtʃɑːndɑɪzɪz/
past simple, past participle	merchandised
	<i>BrE</i> / ˈmɜːtʃɑːndɑɪzɪd/
	<i>NAmE</i> / ˈmɜːrtʃɑːndɑɪzɪd/
-ing form	merchandising
	<i>BrE</i> / ˈmɜːtʃɑːndɑɪzɪŋ/
	<i>NAmE</i> / ˈmɜːrtʃɑːndɑɪzɪŋ/

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Example Bank:

- She works with companies that want to make or merchandise products related to the company's films.

merchandise

Longman DOCE 5th Ed. (En-En)

I. **merchandise**¹ /'mɜːtɪndaɪz, -daɪz \$ 'mɜːtɪ-BrE^ˈ AmE^ˈ noun [uncountable] formal

[Date: 1200-1300; Language: Old French; Origin: marcheandise, from marchant; ⇨ ↑merchant]

goods that are being sold:

- A range of official Disney merchandise was on sale.
- They inspected the merchandise carefully.

• • •

THESAURUS

- **product** noun [countable] something that is made or produced in large quantities, usually in order to be sold: consumer products such as mobile phones | dairy products
- **goods** noun [plural] things that are produced in order to be sold, especially for use in the home: They sell furniture and other household goods. | electrical goods | white goods (=large electrical goods used in the home such as washing machines and refrigerators)
- **commodity** noun [countable] formal a type of product or raw material that can be bought and sold – used especially about basic food products, metals, and fuels: The decline in prices for agricultural commodities made the economic situation worse. | All metal was a valuable commodity and was rarely wasted.
- **merchandise** noun [uncountable] formal things that are being sold, especially in shops: Customers are not allowed to handle the merchandise. | Sales of books, videos, and other merchandise have increased.
- **wares** noun [plural] written things that are offered for sale, especially in a market or on the street: In the market, the traders began selling their wares. | Merchants brought their wares from all over the world.
- **export** noun [countable often plural] a product that is sent to a foreign country in order to be sold: US exports rose to \$11.935 billion. | At the moment, oil is their biggest export.
- **import** noun [countable often plural] goods that are brought from one country into another to be sold there: The UK clothing industry cannot compete with foreign imports on price.

II. **merchandise**² BrE^ˈ AmE^ˈ verb [transitive]

to try to sell goods or services using methods such as advertising **SYN market**:

- If the product is properly merchandised, it should sell very well.

merchandise

Freakuency Pack

12500 **8353**^{MCW}

15000 **4671**^{COCA}

RANGE: **7k MERCHANDISE**³⁶⁴⁹

merchandise²⁹¹⁹

merchandises⁰

merchandizes⁰

merchandise⁸

merchandising⁶⁷¹

merchandizing²⁰

merchandized⁰

merchandised³¹

COCA 500k Unlemmatized

¹⁹¹¹ **10583**²⁸⁴⁸ *nn1*

⁴³ **113397**⁴⁶ *vv0*

²⁰ **176327**²⁰ *vvi*

⁵ **387327**⁵ *nnu*