

## A Retailer Guide

### to Snacking Success

Why Bagged Snacks Matter to you...

#2

Driver of Impulse category in convenience\*

Worth  
£3.2Bn  
RSV<sup>1</sup>

£20Mn  
growth in convenience YOY<sup>1</sup>

3.9Bn  
consumption occasions yearly\*

#5

Top ambient categories in the market\*

## THE 3 STEPS

Follow this principle to help **build better snack sales**, read on to find out how they can be used to drive profit



1. Understand your shopper  
Trends and Insights

Keeping your stock relevant to customers needs

40%

2. Focus on the core brands  
Best Sellers

The top 5 brands in Impulse account for 40% of sales

£1

3. Excite and engage  
Fixture Management

A well laid out fixture reflects shopper missions, saving time

KP Snacks **No.1** Driver of Bagged Snacks Category\*

# Recession Proofing your Store

**We're expecting the trend to shop locally to continue**

“CSN is a resilient category that plays into multiple occasions and missions. We're expecting the trend to shop locally to continue and as category trends pivot, retailers can maximise sales by using the right promotions and merchandising and stocking leading brands and formats to capitalise on shopper missions.”



**Matt Collins**  
Trading Director, KP Snacks

We must be mindful of the financial and health impact that COVID-19 has had, both through lockdown and as we head into a recessionary environment. We need to help our consumers understand value in the new landscape, help those who are price conscious manage their spend, and ensure quality and choice for on the go and in-home missions.

We know 51% of people say Bagged Snacks are a good low cost way to boost mood, and we saw this trend in the previous UK recession. Making sure this is front of mind with on the go meal deals or take home consumption will ensure Bagged Snacks delivers on this.

**On average, 1 in 10 convenience baskets contain Bagged Snacks\***

**Bagged Snacks shoppers spend almost £2 more than the average shopper\***

**27% of shoppers expect to visit more often post lockdown\***

## A balanced approach that works!

“Through working with KP and listening to their credible category approach, **I grew my Crisps and Snacks range by 33%!**”

They shared helpful and up to date insight, whilst understanding me and my customers when providing their range recommendations.

If you want to follow an approach that is balanced and does what is right for the category, follow the SnackPartners plan”

**Harj Gill**

Convenience store owner,  
Select & Save, Birmingham



## Amazing Growth!

**Year 1** “I am amazed at the **+28% growth!** SnackPartners offer a fresh and balanced approach that delivers sales”

**Year 2** “We are still following he SnackPartners principals. Engagement from the KP team has been particularly helpful. I urge retailers who want a fresh look and approach to implement without hesitation. One of the best collaborations I've had the pleasure of being part of”

**Atul Sodha**

Convenience store owner,  
Londis, Harefiled



# The 3 Steps to maximise your bagged snack sales

## 1 Understand your shopper and their missions

There are 2 key trends within the Bagged snacks category; the growth of £1 PMP and Food to Go (FTG). Retailers should focus on these 2 key trends when ranging to maximise sales.

### FOOD TO GO: 14% of shoppers are on a FTG mission

As the nation returns to work and begins to travel more, ensure your food to go mission is well catered for in store. Lunch is the main occasion that has already seen the biggest shift towards shoppers eating out again.



### £1 PMP: Main driver of growth in the Convenience market

£1  
RRP

£1 PMP represents **70% share** of the Sharing segment, the largest segment within Impulse.

**+45%** £1 PMP Segment growth, worth **£175m** + incremental **£54m** to the category in the past 2 years

### Food To Go Missions

To maximise 'On the go' sales, also merchandise single packs next to chilled sandwiches and drinks



### Value Shopper

Value offering helps shoppers manage their budget

**40%** of snack shoppers are more likely to buy PMPs



(more than any other category)

### GREAT TASTE

**#1** influence for shoppers buying savoury snacks in Convenience

Ensure a wide range of different flavour profiles on your fixture, to offer choice to shoppers.

**+31%**

of lunch OTG missions include a savoury snack

### Sharing Moments

Sharing is the largest segment in Impulse. Stock for sharing moments like 'big night in' or BBQ



### Health Conscious

Ensure offering for shoppers looking for **healthier** lifestyle choices



### KP NPD to watch

Refresh your PMP ranges with **NEW** McCoy's, Popchips and Penn State £1 packs.

**82%**

of retailers say £1 PMP are must stocks

**Health** in Bagged Snacks added an incremental **£3m** (+7%) to the category.

Bagged Snacks are chosen for health benefits **3.5 times more** than Confectionery snacks

Stock core Healthier Bagged Snacks brands to maximise sales. Walkers Oven Baked and Popchips = **60% of sales**

**NEW** 59p Hula Hoops and Pom Bear PMPs also available now!

**NEW**  
59p PMPs



## 2 Focus on the core brands

40% of sales go through the top 5 brands in Impulse. Stock the right range of best selling brands and products that are tailored to your local customer needs to maximise category sales

### MERCHANDISING PRINCIPLES

- 1. Block similar products** together e.g. Flat, Ridged
- 2. 40% of sales** go through the top 5 brands.<sup>1</sup> Give the most prominent space and more facings to the best sellers.
- 3. Merchandise Value snacks** on the bottom shelf, leading into key brands and then £1 PMP at the top.

### TOP 5 BRANDS

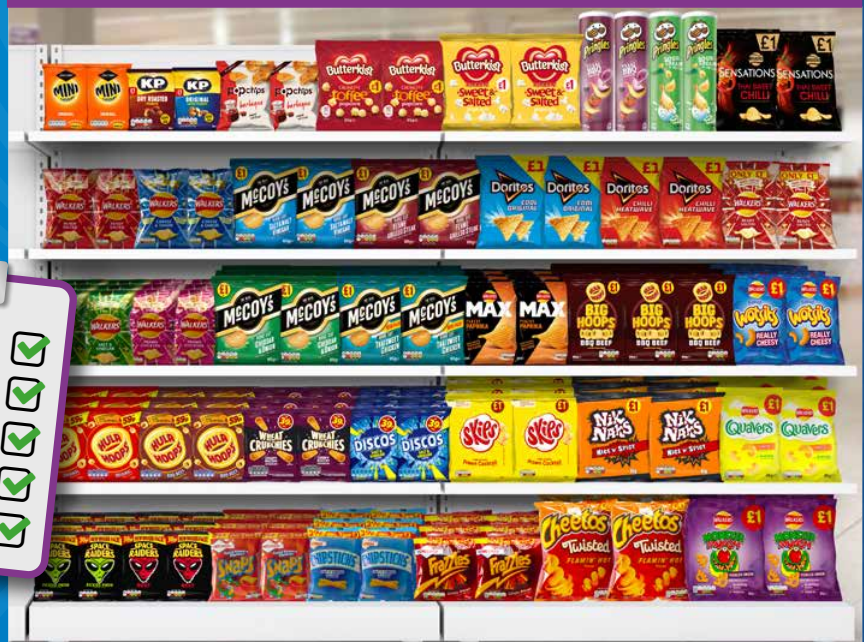


## 3 Excite and engage

19% of shoppers buy Bagged Snacks on Impulse\*. Utilise displays and secondary sitings to drive snacking sales and locate in complimentary categories e.g. Soft drinks or Sandwiches.

- Right Layout
- Right Range
- Right Missions
- Best Sellers
- New Products

### A combined 2m plan optimises range and assortment to meet your shoppers' needs



An example of good fixture display, catering for shopper missions, current trends and best sellers. Ensure you keep your ranges relevant over time with NPD

**44%**  
of shoppers buy from secondary sitings

## WHERE POSSIBLE, DISRUPT THROUGH SECONDARY PLACEMENT

On average, shoppers only spend three minutes and 54 seconds in a Convenience store\*. Use eye-catching secondary displays and front of store activation.



**Great feedback on KP POS from retailers:**  
Stand out design, Easy to build & maintain, Easy way to site CSN next to adjacent categories, FOS displays and till point.