

A Retailer Guide to *Snacking Success*

...and why you can bank on Bagged Snacks!

+4.5%
faster growing
than Snacking
Category⁸

+£17m
Value Sales in
Symbols and
Independents⁴

Worth
£3.6Bn
RSV²



3.9Bn
Yearly
Consumption
Occasions⁷



+5.4%
Category
Growth!²

On average,
1 in 5
convenience
baskets contain
Bagged Snacks⁵

Bagged Snacks
shoppers spend
50% more
than the average
shopper³

42% of
shoppers
will continue
to shop locally
post lockdown⁹

The 3 Steps

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

step 1

Understand your shopper **Trends and Insights**

Keep your range relevant to your customer needs



step 2

Focus on the **Best Selling** core brands

The top 5 brands in Impulse account for **41%** of sales¹



step 3

Excite and engage **Fixture Management**

A well laid out fixture reflects shopper missions, saving time



KP Snacks **No.1** Driver of Bagged Snacks Category²

Why is CSN so important post lockdown?

The Bagged Snacks category plays an important role in your store.

On average people are visiting a Convenience store **2.8x per week**³ (**18%** more than LY³) and **20% of all baskets**⁵ contain a bagged snack.

They have broad appeal, be it for **on the go**, planned **lunches**, for a quiet **night in**, or as a **treat**. Make sure your range can reach as many of your shopper's needs as possible.

Simple and Easy to Implement!

"Having worked with KP for over 8 years, they have helped my business go from strength to strength, especially through the tough year we have had. Over the last year, retailers have increased their local reach by being at the heart of the community during this time utilising social media and offering home deliveries. KP Snacks have been there to offer **support and guidance**, and I have found following their category advice simple and easy to implement. Most importantly it has helped me to keep **growing my sales** in this important category in particular with the £1 PMP range offering breadth of **choice and value** for shoppers in store. For others that are looking for advice or a fresh outlook on how to drive sales I would **highly recommend KP Snacks**."

Atul Sodha Convenience store owner, **Londis**, Harefield



The 3 Steps to maximise your bagged snack sales

step 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: 21% of shoppers are on a FTG mission³

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.

55% of lunch occasions in convenience include a crisp or snack³



Food To Go Missions

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



£1 PMP: Main driver of crisps & snacks growth in Impulse;¹



it is now worth £203m in Total Impulse¹ and is growing by 14% in Indies and Symbols⁴. It makes up nearly 40% of sales within Indies & Symbols⁴ and has delivered £21.5m of Category growth in Impulse in the last year¹.

Value Shopper

Value offering helps shoppers manage their budget

54% of crisp and snack shoppers are more likely to buy PMPs³ (more than any other category)



Great Taste
#1 influence for shoppers buying crisps and snacks⁶

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

Sharing Moments

Sharing is the largest segment in Impulse² Stock for sharing moments like 'big night in' or BBQ



Health Conscious

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



step **1**
Continued

Understand the market makers

Keep an eye on the major brands as they deliver new opportunities for incremental sales in crisps, snacks and nuts.

There can be great new flavours, range extensions, innovation, new products and seasonal activity throughout the year in savory and sweet snacking.



Stay up to date with NPD

KP NPD to watch Refresh your ranges with **NEW** £1 PMP Hula Hoops BIG HOOPS Salt & Vinegar and Butterkist Orange Chocolate packs.



Benefit from category trends

Health is becoming more important to shoppers post pandemic, growing **+10%** across total Market²

Healthier bagged snacks are now worth **£12m** in Impulse¹ - it is now the fastest growing sub category **+9%**¹



Walkers Oven Baked & Popchips
=72% of sales
in Impulse¹

Popchips growing **+17%** in Impulse¹
Generating **50%**
of all growth¹

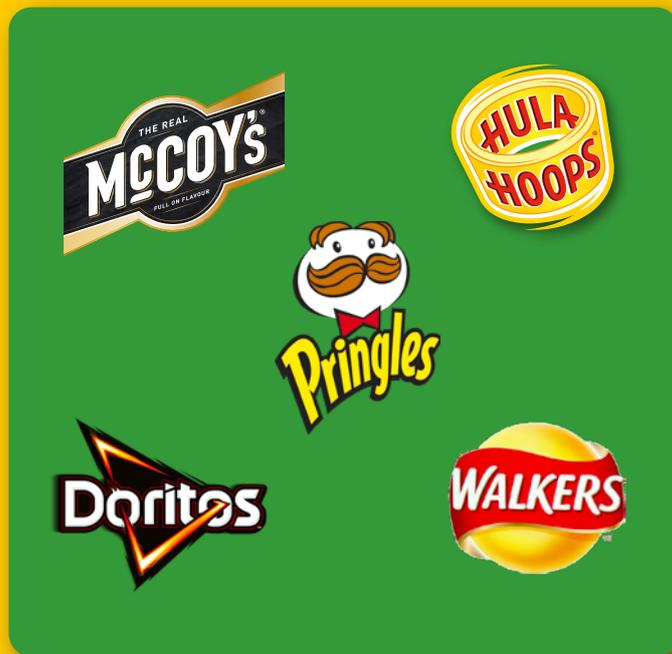
step 2

Focus on the core brands

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. 41% of sales** go through the top 5 brands.¹ Give the most prominent space and more facings to the best sellers.
- 3. Signpost brands.** Stimulate purchase and make shopping easier by clearly positioning well known brands such as Butterkist and KP Nuts and other sectors in strong growth.
- 4. Merchandise Value snacks** on the bottom shelf, leading into key brands and then £1 PMP at the top.
- 5. Managers Specials.** Don't overlook offering your customers their local favourites that sell well in your store or area.



Utilise signpost brands



Butterkist is the **UK's No.1** Popcorn brand²
...with £1 PMPs **x2.6 Bigger** than Bobby's¹⁰

KP is the **UK's No.1** Brand in Nuts, worth **£84m²**
Still Growing, **+12% YoY²**



KP's Best Sellers...

Available and Free to

DOWNLOAD



Download now to make the most of KP's Core Range and Best Sellers, our hottest brands driving growth in the CSN category!

step 3

Excite and engage

70% of Bagged Snacks shoppers buy on Impulse³. Utilise displays and secondary sitings to drive sales and locate in complimentary categories e.g. Soft drinks or Sandwiches.



2 X 1 METRE BAY DISPLAY



ALLOCATE YOUR SPACE

to create a simple to stock and easy to shop fixture.

Create clear blocks with logical layout to help your shoppers navigate and make their choice.

List the BEST sellers with a choice in all key formats of Crisps, Nuts, Snacks, and Popcorn. Listing Nuts and Popcorn will deliver incremental sales and tap into these growth segments that reflect increased missions in stores.



Understand your Shopper



Focus on Core Brands



Excite and Engage

¹ NielsenIQ, Total Impulse, MAT, Bagged Snacks, w/e 29.01.22, ² NielsenIQ, Total Coverage, MAT, Bagged Snacks, w/e 29.01.22, ³ Lumina, L8W, CTP Average w/e 09.01.22, ⁴ NielsenIQ, Total Independents & Symbols, MAT, Bagged Snacks, w/e 29.01.22, ⁵ Lumina, L12W, CTP Average w/e 09.01.22, ⁶ Kantar profiles/Mintel 2021, ⁷ KWPO, Bagged Snacks, Usage Occasions, MAT, w/e 26.12.21, ⁸ KWPO, L52W, Take Home Savouries, w/e 23.01.22, ⁹ Lumina Future of Convenience Report 2021, ¹⁰ NielsenIQ, Total Coverage, MAT, Popcorn, w/e 29.01.22, ¹¹ NielsenIQ, Total Impulse, MAT, Bagged Snacks, PMP (Inc. all CSNP) w/e 29.01.22

THE KP **BEST** SELLERS!



The UK's **No.1** Nut Brand*



The UK's **No.1** £1 PMP sku* (4 years running!)



The UK's **No.1** Ridge cut crisps*

with KP Snacks the **No.1 Driver** of the Bagged Snacks Category*



The UK's **No.1** Popcorn Brand*



The UK's **No.1** for Prawn Cocktail*



The UK's **No.1** singles PMP**

Stock up now for bigger **SNACKPROFITS**

*NielsenIQ, Total Impulse, MMT, Bagged Snacks, w/e 23.11.22, **NielsenIQ, Total Coverage, MMT, Bagged Snacks, w/e 03.07.22