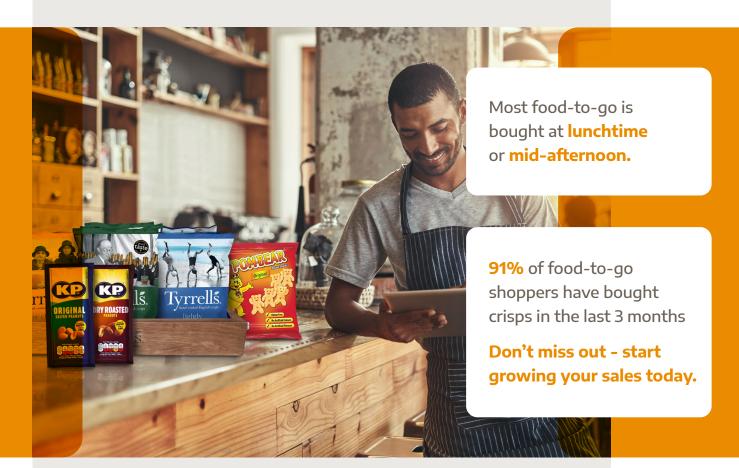
Brand new exclusive research

# A channel guide to growing your perfect lunch sales



Discover why Bagged Snacks matter at the lunch occasion and how you can win with the right range and the right merchandising strategy

A **easy to follow** guide on how to win in Bagged Snacks from



## Follow our 3 steps to snacking success and discover how to grow your lunchtime sales



#### **Right Insights**

Understand your shopper and the drivers of purchase at the lunch occasion



#### **Right Range**

Focus on the right Bagged Snacks to maximise your sales – which brands and which flavours are shoppers looking for?

## Step 3

#### **Right Visibility**

Bring lunch to life in your store with merchandising and Point of Sale

### Step 1 👺

43% of Bagged Snacks purchases are for lunch and the lunchtime occasion remains a massive opportunity for retailers and foodservice, particularly cafes and coffee shops.

Crisps and Snacks are a staple of UK lunches with 30% of Bagged Snacks food-to-go buyers purchasing more than 3 times a week - this rises to 47% for 18-34 year olds.

One third of food-to-go shoppers have bought a Bagged Snack in a Convenience store in the last 3 months with 25% buying from Forecourts and 21% from a Coffee Shop.

75%

of food-to-go shoppers buy into the Meal Deal

72%

of food-to-go shoppers buy crisps with their Meal Deal

## The Meal Deal Opportunity

75%

of food-to-go shoppers have bought a Meal Deal with Bagged Snacks in the past 3 months - **crisps are an important part** of the occasion

72%

of shoppers said that they have bought a Meal Deal in the past **3 months** 

84%

of food-to-go shoppers expect the Meal Deal to contain Bagged Snacks. Shoppers would be **more likely** to buy a Bagged Snack if it was included in the Meal Deal

CGA by NIQ x KP Snacks. Perfect Lunch Survey, August 2024





#### Offer the right range

Convenience (49%) and Price (49%) are the main reasons for purchasing a Meal Deal but over one third of shoppers cite "variety of snacks" as a driver of purchase. Make sure that you have a good range of Bagged Snacks to meet shopper need states.

Food-to-go buyers are always looking for value in the Meal Deal. 32% are willing to pay over £4 for a more premium offer. Make sure that you are stocking a premium range to satisfy this need.



For those wanting a bigger eat





## Better for you

For those looking for something a little lighter





## Premium handcooked crisps

For those who fancy something extra special

87%

of shoppers expect to see crisps in the Meal Deal range





Utilise different locations instore to showcase products and increase basket spend

40%

of shoppers have not yet decided to buy a snack. You need to try and drive that impulse purchase

prompted to buy by an meal deal

of th<sub>ese</sub> shoppers were offer in store such as a

Secondary displays are popular places to find Bagged Snacks in a food-to-go shop

**FSDUs - 54% Counter Tops - 24% Display Bins - 33%** 

Nearly half of food-to-go shoppers (47%) agree that the till display has a last minute influence on bagged snack choice. 28% were prompted by an instore display. It's imperative to bring your Bagged Snacks range to life

48%

The biggest driver of an extra food-to-go purchase is visibility in store

8888 Located adjacent to chiller



RIG BIG

Free standing

Counter

top

units

**Dump** bins







3 in 4 consumers purchasing a bagged snack as part of a meal deal in the past 3 months.

Flavour and taste and quality are the most influential reasons for snack choice

#### Increase your profits today.

Email us at hello@kpsnacks.com

Start making a big deal of your lunchtime sales today!

For more information on how to support your category needs, visit kpsnackpartners.com

