

Brand new
exclusive
research

A channel guide to growing your *perfect lunch sales*

Most food-to-go is
bought at **lunchtime**
or **mid-afternoon**.

91% of food-to-go
shoppers have bought
crisps in the last 3 months

**Don't miss out - start
growing your sales today.**

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

snac**K**Partners

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

Step 1

Right Insights

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

Step 2

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



Step 2

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.

Hungerfill

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

Step 3

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**

38%

of these shoppers were prompted to buy by an offer in store such as a **meal deal**

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**

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.

Located adjacent to chiller

1

Free standing units

2

Counter top units

3

Dump bins

4



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

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