

A channel guide to snacking success *for your perfect store*



Bagged Snacks is worth **£4.4 billion** and **growing** at **6%** the fastest growing Impulse category.

Don't miss out - start growing your sales.

Discover why Bagged Snacks matter, and how stocking the optimum range can grow your sales.

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

snackPartners

Build better returns from your Bagged Snacks range. Follow our 3 steps to snacking success. Discover which brands to stock and how to merchandise brilliantly

Step 1

Right Insights

Understand your shopper and Bagged Snacks trends - keep your range relevant to shopper needs

Step 2

Right Range

Follow the principles of 25 to thrive and drive growth - 5 rules to follow that will grow your sales

Step 3

Right Visibility

Excite and engage at the fixture - use the whole store to drive impulse purchases

Why Bagged Snacks are so important in Symbols and Independents

The Bagged Snacks Category plays a crucial role in your store.

It is one of the main drivers of footfall into store and an important source of value sales and profit. **Over 98%*** of shoppers are buying Bagged Snacks with **nearly 50%**** of shoppers buying crisps & snacks more than 3 times a week.

Bagged Snacks have broad appeal across multiple occasions including **on the go, treat** and **big night in**. Crisps and snacks are also an important **Meal Deal** component.”



*Bagged Snacks in impulse channel is worth £844m and is growing at 5.2%”****



25 to Thrive is an optimised, relevant & easy to action core range recommendation for Symbol and Independent store owners



Step 1 



Food to Go

There is an increased demand for convenience solutions demonstrated by the growth of the **food to go mission**. Hybrid work patterns boost demand for convenient, quick meal solutions during commuting and work-from-home days. Retailers respond with appealing **breakfast** and **lunch deals**, enhancing the food to go occasion which now represents **17%*** of C&I sales.



Food to go now represents **17%*** of C&I sales



Growth of £1.25 PMP

PMP provides value reassurance for both retailers and shoppers alike. PMP represents **over 70%**** of Independents sales in Bagged Snacks and is worth over £270m in Symbols & Independents. **62%*** of retailers agree that PMPs increase sales in their stores.



62%* of retailers agree that PMPs increase sales



Sharing Moments

Sharing is the largest segment in Impulse with popcorn and nuts also contributing to a **“big night in”** occasion. **45%***** of snackers say crisps are a **“must have”** for an evening in with friends/family.



45%*** of Big Night In snackers say crisps are a **“must have”**



Taste

Taste is the **No.1 driver** of purchase in Bagged Snacks with consumers open to new and bold flavours (60% follow a personal recommendation). Unique brands and flavour types are hugely important to Symbols & Independents - brands like **Discos** and **Nik Naks** offer choices often unavailable in larger stores so should have even more focus in store.



Taste is the **No.1 driver** of purchase in Bagged Snacks

Step 2

Follow the principles of 25 to thrive to drive growth – 5 rules to follow that grow your sales

1

Best Sellers

Remember that **10%** of SKUs represent **60%** of sales. Add your local favourites to these “**must stock**” lines



2

Price Marked Packs (PMP)

Highlighting Value is absolutely vital. Make sure your range is dominated by **Price Marked Packs** (both Sharing and Handypacks)



3

Trusted brands

The top 10 brands in bagged Snacks represent **over 50%** of value sales



4

Range of price points

Handypack PMP SKUs are a great entry point to the Bagged Snacks category. Stock a range of **best-sellers** to meet shopper needs



5

Range of products

Shoppers are not just looking for crisps and snacks in store. Stock a range of **nuts, popcorn and meat snacks** to maximise your sales



Step 3

Win with Impulse purchases



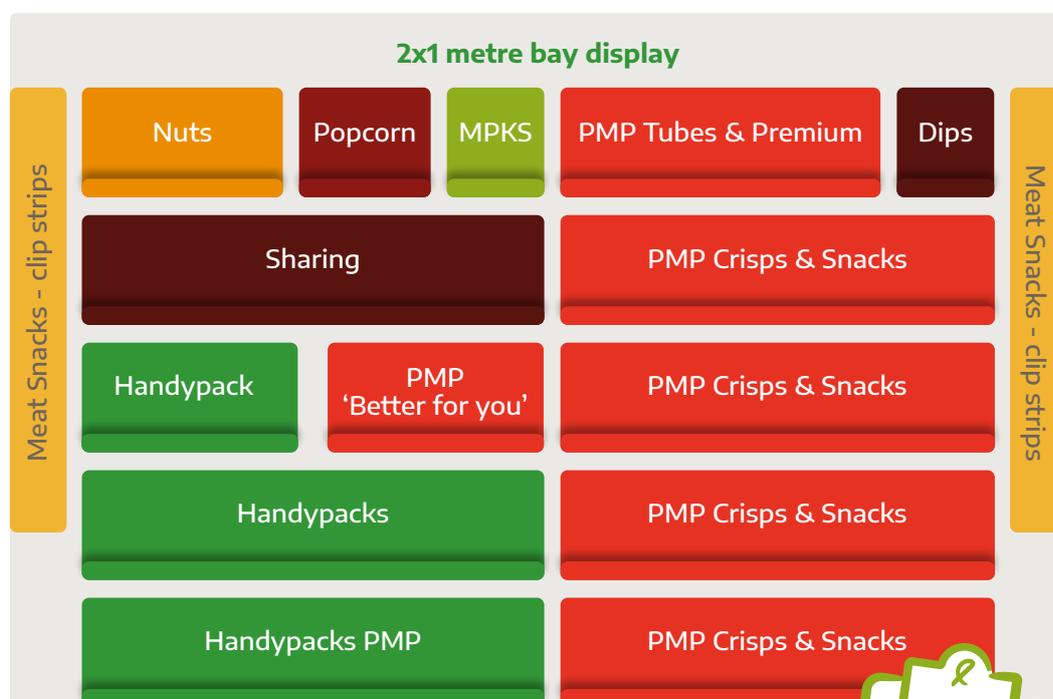
Excite and engage at the fixture - use the whole store to drive impulse purchases

70%* of Bagged Snacks shoppers buy on Impulse. Utilise displays and secondary sitings to **drive sales**. Locate in complimentary categories e.g. soft drinks and sandwiches.



Allocate space to create a simple to stock and easy to shop fixture

Create clear blocks with a logical layout to help your shoppers navigate to make their choices



Merchandising principles

- **Block similar products together**
e.g. flat, ridged

- **41%** of sales** go through the top 5 brands. Give the most prominent space more facings to the best sellers

- **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

- **Merchandise value snacks** together on the bottom shelf then £1.25 on the shelves above

- **Manager Specials.** Don't overlook offering your customers their local favourites that sell well in your store or area



Your 25 to thrive Shopping list



Big hoops BBQ Beef
70g | £1.25 PMP



Walkers Cheese & Onion
70g | £1.25 PMP



Doritos Chilli Heatwave
70g | £1.25 PMP



Quavers Cheese
54g | £1.25 PMP



Doritos Tangy Cheese
70g | £1.25 PMP



McCoys Flame Grilled Steak
70g | £1.25 PMP



Nik Naks Nice 'n' Spicy
75g | £1.25 PMP



Walkers Ready Salted
70g | £1.25 PMP



Big Hoops Original
70g | £1.25 PMP



Sensations Thai Chilli
65g | £1.25 PMP



Wotsits Cheese
60g | £1.25 PMP



Monster Munch Flamin' Hot
72g | £1.25 PMP



Nik Naks Rib 'n' Saucy
75g | £1.25 PMP



McCoys Salt & Malt Vinegar
65g | £1.25 PMP



Walkers Salt & Vinegar
70g | £1.25 PMP



McCoys Thai Sweet Chicken
65g | £1.25 PMP



Skips Prawn Cocktail
45g | £1.25 PMP



Space Raiders Beef
25g | £0.40 PMP



**Pringles Sour Cream/
Prawn Cocktail**
165g | £2.49



Cheetos Flamin' Hot
65g | £1.25 PMP



Space Raiders Pickled Onion
25g | £0.45 PMP



Cheetos Cheese
30g | £0.49 PMP



KP Original Salted peanuts
75g | £1.25



Butterkist Toffee
78g | £1.25 PMP

The next 20 skus to fill your 2 bay fixture



Cheetos Flamin Hot
65g | £1.25 PMP



Monster Munch Pickled Onion
72g | £1.25 PMP



Monster Munch Beef
72g | £1.25 PMP



Squares Salt & Vinegar
72g | £1.25 PMP



Doritos Cool Original
70g | £1.25 PMP



Smith's Scampi Fries
27g | Handpack



Crinklys Cheese & Onion
90g | £1.25 PMP



Roysters T-Bone Steak
60g | £1.25 PMP



McCoys Cheese & Onion
65g | £1.25 PMP



Space Raiders Beef
70g | £1.25 PMP



Mini Cheddars
90g | £1.25 PMP



Discos Salt & Vinegar
70g | £1.25 PMP



Walkers Max Paprika
70g | £1.25 PMP



Discos Cheese & Onion
70g | £1.25 PMP



Nik Naks Scampi & Lemon
75g | £1.25 PMP



Pringles Sour Cream/Texas BBQ
165g | £2.49 PMP



Transform Beef
27g | £0.50 PMP



French Fries Cheese & Onion
70g | £1.25 PMP



KP Dry Roasted Peanuts
65g | £1.25



Butterkist Sweet & Salty
70g | £1.25 PMP



“

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 £1.25 PMP range offering breadth of choice and value for shoppers instore.”

Atul Sodha
Convenience Store Owner
Londis - Harfield

Increase your profits today.

Email us at TheBar@kpsnacks.com

3 Steps to Snacking Success

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

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