

Brand new
exclusive
research

A channel guide to snacking success *behind the bar*



78% of customers want a great range of Bagged Snacks

80% of customers are more likely to buy if on display

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

Discover why Bagged Snacks matter behind the bar 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

snack**K**Partners

Follow our 3 steps to snacking success and grow your sales behind the bar

Step 1

Right Insights

Understand what your customers are looking for in Bagged Snacks and what the barriers to purchase are

Step 2

Right Range

Focus on the right Snacks and understand who are the leading brands

Step 3

Right Visibility

Making sure that your snacking range is presented in the best possible way and you are driving the Impulse purchase

Step 1

Out of Home sales are a huge market for Bagged Snacks and Pubs & Bars represent a big growth opportunity.

Over **44%** of the UK adult population have bought Bagged Snacks in a pub or bar in the past 3 months - the majority of those using the channel.

But, only **40%** of these buyers are buying Bagged Snacks regularly in Pubs (in fact, less than **1 in 5** people do so every time or almost every time they visited).

We should focus on how to convert more customers into regular snacks buyers.

1 in 4

who buy occasionally are put off by the price but...

1 in 8

simply never see Bagged Snacks in the places where they drink.

So what are customers looking for behind the bar?

74% of respondents agreed that high quality Bagged Snacks enhance their pub or bar experience. **41%** are buying snacks because they are hungry and **42%** as a treat. **65%** of buyers share with friends at their table or bar.

Crucially, half of Bagged Snacks buyers in pubs and bars did not plan to buy, so they need to be prompted into purchase.

CGA by NIQ x KP Snacks, Behind the Bar Survey, August 2024



Maximise your sales



In principle, converting some of these non-buyers is a relatively simple job.

-  **Right range** - Stock a range of **best-seller snacks** to meet all your customer needs.
-  **Right Visibility** - Position snacks where **everyone** will know that they are available.

Step 2

The complete snack range for all your customers

Crisps are the most popular pub snack with nearly 90% buying in the last 3 months so it's imperative to stock a great core range.

Nuts are the next most popular with nearly 60% having bought over the same time period - stocking a range of flavours will also drive incremental purchase.

47% of snack buyers like to try new brands when ordering especially if they saw them behind the bar.

Premium

Looking for a premium treat where taste is key



70%

of Bagged Snacks buyers would pay more to trade up to a **premium snack brand**. Try and stock the brand that best reflects this premium end of the market.



Everyday

Looking for a bold, punchy flavour to keep you going

Nuts

Looking for a natural and nutritious snack full of flavour



Step 3

The final step to build better snacking sales is to make sure that customers can see a range of wonderful snacks and are inspired to buy.

1 in 8 simply never see Bagged Snacks in the the places where they drink and a massive **80%** say they are more likely to buy a bagged snack if it is on display behind the bar.

29%

of all snack purchases in Pubs & Bars are prompted to buy because they saw them at the bar. **11%** bought a snack because bar staff recommended them.

It's important to engage with staff to grow sales faster.

60%

Say they are more likely to buy a bagged snack if they saw an **advert at venue.**

Use point of sale material to prompt Bagged Snacks purchases at the table

Display CSN in eyeline of customers on bar



Utilise signage to highlight you haveranges available



Display crisps and snacks in countertop units



Clip Strips display crisps & snacks with limited space



To summarise

Half of Bagged Snacks buyers did not plan to buy before they arrived.

30% of those not planning to buy were prompted by seeing what was on offer behind the bar.





“

I attract a wide range of customers from families to traditional sports fans. My snacking range isn't something I have previously looked at in depth but KP Snacks worked with me to stock and sell a trusted, iconic range of snacks suitable for all of my guests - Snack sales are up, the customers are happy and so am I!

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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