

New & refreshed

Category wide

recommendations for your Northern Ireland
Bagged Snacks range



Because Bagged Snacks are **BIG** sellers...
but could be even **BIGGER** for you!

The Bagged Snacks
Category is worth
£5.3bn
RSV growing +2.0% YoY*

Bagged Snacks are
No1
Fastest Growing
Snacking Category**

25 to thrive could add
+15%
to your Bagged
Snacks Sales***

Here's your **easy-to-use** guide to stocking the optimum
Northern Ireland Bagged Snacks core range for your store

25 to Thrive

We've followed these 3 key principles, for the optimum range, so you don't have to...

Did you know...

- **KP** is the **fastest growing** Bagged Snacks brand over the last 3 years! (+11.9%) growing ahead of Total CSN (+8.5%)*
- **KP** range delivers **40%** of sharing PMP market! +1% YOY (Walkers is another 43%)**

1

Right Range

Stock **Best Sellers**, in the right formats for you, with the loved brands that fully meet your shoppers needs

2

Best Value

Ensure you provide a range of **price points** to suit every pocket & make it easy for you

3

Clear Visibility

Make sure your great range is easy to find, navigate & maximises impulse opportunity

From a choice of over 550* branded bagged snacks singles, our range recommendation of 50 products...

- Covers more than half of all sales from less than 10% of products*
- Provides over 20 of the best selling brands*

- Two thirds of your category are in PMPs*
- The Top 10 best selling skus are all PMPs*
- Shoppers see value & trust PMP

- 43% of shoppers purchase CSN on impulse because they see it and are tempted (which is the top reason for purchasing)****
- Positioning out of aisle can drive a 22% increase in purchase****

25 to Thrive range

will give you confidence because it delivers...

- ✓ **Category wide** range choices
- ✓ **Top sellers** in the market
- ✓ For all shopper **occasions needs**
- ✓ **Price points** for shopper baskets
- ✓ Simple & **easy to follow guidance**



* Nielsen - Eat Now (<100g) skus in Symbols & Independents - 26w to 22.3.25.

** Nielsen - Symbols & Independents Unit Sales - 52w to 19.4.25.

***Nielsen - 3 years 52w MAT to 19.4.25.

**** Lumina Intelligence Convenience Tracking Programme, data Q1 2025.

Here's how you optimise your Northern Ireland

25 to Thrive range in store

Personalise your range with **local favourites** & a **sprinkling** of only the best of the NPD



Merchandising *principles*

1. **Block similar products** together e.g. Flat, Ridged
2. **41% of sales** go through the top 5 brands.* 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** together on the bottom shelf then £1.35 PMPs on shelves above.
5. **Manager Specials.** Provide an easy to navigate fixture in a high footfall area of the store.

Maximise off-shelf opportunities to benefit from *impulse buying*

Excite and engage

Utilise displays and secondary sitings to drive sales and merchandise across the store e.g. next to Soft Drinks or Sandwiches.

43%

of shoppers purchased Bagged Snacks on Impulse because they saw it and were tempted**



Use clipstrips to pair with **complementary** categories



Create occasion based features like **Big Night In**



Interrupt the shopper to drive impulse

Here's how to layout the Northern Ireland *top 25 skus*

1 Bay fixture

Also follow these principles for any additional bays



Available + Visible = **Sales & Profit**

Here's how to layout the Northern Ireland *next 25 skus*

2 Bay fixture

Also follow these principles for any additional bays

Available + Visible =
Sales & Profit



Don't just take our *word for it...*

Store owners have already benefited from the 25TT advice..

15.3%

25 to thrive ranging trials with 3 independent retailers resulted with a marked uplift in Bagged Snacks sales with retailers reporting an average growth of 15.3%*

“



When it comes to engaging shoppers in-store visibility really is everything. We find that using bold point of sale material and brand assets make a really big difference especially around events. Cross merchandising is a winner too, pairing snacks with drinks & quick meal solutions helps increase basket spend, especially if we can get it on a secondary site instore. It's all about making it easy & exciting for shoppers to pick up more than they planned"

Ian Lewis
Spar, Minster Lovell

“



I swear by 25 to thrive in my stores. When you've got a limited amount of space in store you need to keep the range compact and neat. I share this with the staff to make sure I have the optimum range available"

Bay Bashir
Convenience Store Owner
Go Local - Middlesborough

...and don't forget to follow the 3 principles...

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Right Range

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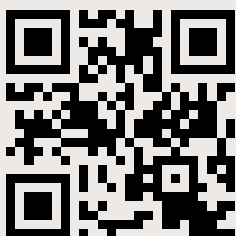
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* KP independent store trials 2024.



Scan the QR code to find out more information about
KP's category support

snack**KP**partners