

Excite & engage

your shoppers to maximise sales



Why get behind **Bagged Snacks**?

Bagged Snacks is an **important category** to give focus to due to its scale

Bagged Snacks are a

BIG CATEGORY

Bagged Snacks is worth
£5.3bn +1.6% YoY*

and snacks generally are a
great footfall driver!

85%

**purchase snacks at least
once a week****

which is why
Bagged Snacks are the

No.1

**fastest Growing Snacking
Category†**



Step 1 

**Right brands
& promotions**

Step 2 

**Maximise
visibility**

Step 3 

**Amplify
in store**

These **3 things** are key for retailers to maximise sales

& promotions

Butterkist



Stock the right brands which your shoppers recognise & love

Shoppers want well known, favourite & loved brands

41%

of snack shoppers said availability of preferred brands & flavours was a key consideration for them**



78%

Looking for the nostalgic flavours they ate as a child†



Increase relevance for shoppers by looking out for brands with added value such as on pack promotions, brand partnerships & competitions

Shoppers want VFM from Bagged Snacks – not just through price but promos & offers

73%

of snack shoppers said value for money was a key consideration**

47%

said promotions were important**



'Win Cash' promotions are even more popular in the current climate. Cash rewards on pack have **more than doubled** since Jan 2025.



PMP's continue to play a big role

62%

of retailers say PMPs
increase sales*

KP has

40%

share of sharing PMP**

Top 10

best selling skus are PMPs**



For a full range
recommendation follow
our 25 to thrive advice



PMP is the fastest
growing segment
and crisps and snacks
are the top category
purchased in PMP's.

Scan the QR code to find out more

40%

KP range delivers 40% of sharing PMP
market! +1% YoY[†]

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%[‡]



**25 to Thrive featured skus,
deliver over 60% of all sales
from only 14% of skus[†]**

MAXIMISE

visibility

Step 2 

Make it easy for shoppers to see Bagged Snacks

Create disruption with secondary sitings and out of aisle displays

1. Shopping missions are more unplanned

43%

of shoppers purchased CSN on impulse because they saw it and were tempted (which is the top reason for purchasing)*

1 in 5

missions are Food To Go in Symbols & Independents (vs 1 in 7 for Total Convenience)*

2. Food to go is the main mission in Convenience so making snacks easy to find and shop is essential

22%

Positioning out of aisle can drive a 22% increase in purchase*



Maximise basket spend through merchandising relevant products together

Place Bagged Snacks adjacent to relevant categories which are consumed together

55%

of shoppers buy bagged snacks for consuming in front of the TV at home (more than any other snacking products)**

29%
for social gatherings**

86%

of Bagged Snacks occasions consumed with a drink, with a big over trade on alcohol.?



AMPLIFY

Step 3 

in store

Drive relevancy through events

77% of viewers say they notice brands surrounding sporting events.*

58% said they planned to buy snacks around sporting events.**



Drive standout with point of sale & branded display

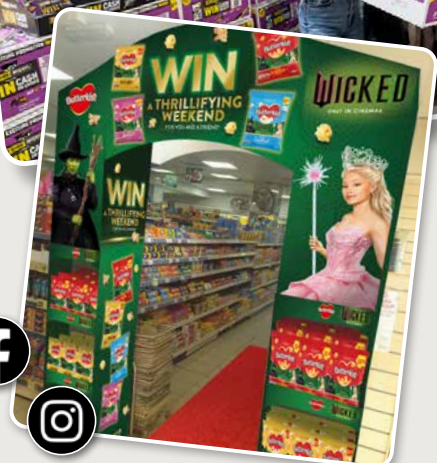
POS drives uplift by XX%?



Create theatre & buzz in store to drive loyalty

Engage your local community - utilise your network and social channels to **drive footfall**.

Utilise brand assets to attract shoppers into the category and drive **emotional engagement** with brands and to your store.



“It's vital for our success as retailers that we stock the right **core ranges**, which is where 25 to thrive comes in handy, but just as important is how we capture shoppers attention in store. Big brands help us do this with on pack promotions, which are a fantastic way to engage customers and capture the unplanned purchase – especially when we make them visible with extra displays and point of sale”

Harj Dhasee Village Stores, Wilmcote

*Bauer Media Outdoor Sports Advertising Survey July - September 2023, **Bauer Media Outdoor Sporting Intentions Study, March 2024, N=1,256, ?