

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



Bagged Snacks is worth **£5.3 billion** and the **No.1 fastest growing** snacking 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 85%**** of shoppers buying crisps & snacks at least once 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 Convenience is worth **£1.6m** and is growing at **2%**”****



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



*Kantar data to 15.6.25. **Spark Emotions Bagged Snacks Shopper Research – March 2025.

***Nielsen EPOS data 52we 17.5.25

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 **19%*** of Symbols & Independents sales.



Food to go now represents **19%*** of Symbols & Independents sales

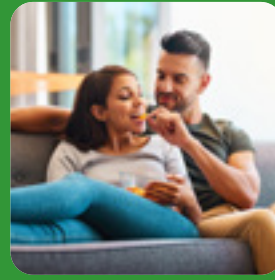


Growth of PMP

73%* of shoppers[†] said value for money was a key consideration. PMP provides value reassurance for both retailers and shoppers alike. PMP represents **over 70%**** of Independents sales in Bagged Snacks and is worth over £407m 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. **55%*** of shoppers buy bagged snacks for consuming in front of the TV at home.



55%* of shoppers buy bagged snacks for consuming in front of the TV at home.



Taste

Taste is the **No.1 driver** of purchase in Bagged Snacks with consumers open to new and 41% of snack shoppers said availability of preferred brands & flavours was a key consideration for them[†]. Unique brands and flavour types are hugely important to Symbols & Independents - **78%*** of shoppers are looking for the nostalgic flavours they ate as a child.



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

Step 2

Implement the 25 to Thrive range recommendations

We've chosen 50 products, from a choice of over 550* branded bagged snacks singles, which cover the following principles...

1

Best Sellers

Covers more than half of all sales from **less than 10%** of products*. Provides over 20 of the **best selling** brands*. Add your local favourites to these “**must stock**” lines.



2

Price Marked Packs (PMP)

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



3

Trusted brands

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



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

Wide range of products

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



Step 3

Win with Impulse purchases

Use clipstrips to pair with complimentary categories



Create occasion based features like Big Night In



Interrupt the shopper to drive impulse



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

43%* 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 and 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 sharing PMPs 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 | PMP



Big Hoops Original
70g | PMP



Big Hoops
Salt & Vinegar
70g | PMP



Walkers
Ready Salted
70g | PMP



Walkers
Cheese & Onion
70g | PMP



McCoys
Flame Grilled Steak
65g | PMP



McCoys
Salt & Vinegar
65g | PMP



McCoys
Cheddar & Onion
65g | £1.35 PMP



McCoys
Thai Sweet Chicken
65g | PMP



Nik Naks Nice 'n' Spicy
70g | PMP



Quavers Cheese
54g | PMP



Walkers Squares
Salt & Vinegar
72g | PMP



Walkers Wotsits
Really Cheesy
60g | PMP



KP
Original Salted Peanuts
65g | PMP



Butterkist Toffee
78g | PMP



Doritos
Chilli Heatwave
70g | PMP



Doritos
Tangy Cheese
70g | PMP



Pringles
Sour Cream & Onion
70g | PMP



Cheetos Twisted
Flamin' Hot
65g | PMP



Cheetos Crunchy
30g | PMP



Skips
Prawn Cocktail
45g | PMP



Wheat Crunchies
Crispy Bacon
70g | PMP



Space Raiders Beef
30g | PMP



Walkers Monster
Munch Roast Beef
72g | PMP



Walkers Monster
Munch Flamin' Hot
72g | PMP

Your

extended 25 to thrive

Shopping list



KP Dry Roasted Peanuts
65g | PMP



Butterkist Sweet
70g | PMP



Butterkist Sweet & Salty
70g | PMP



Doritos Cool Original
70g | PMP



Pringles Original
70g | PMP



Pringles Texas BBQ
70g | PMP



Nik Naks Rib'n'Saucy
75g | PMP



Nik Naks Scampi'n'Lemon
75g | £1.35 PMP



Roysters T-Bone Steak
60g | PMP



Squares Cheese & Onion
72g | PMP



Walkers Prawn Cocktail
70g | PMP



Walkers Salt & Vinegar
70g | PMP



Sensations Thai Sweet Chilli
40g | PMP



Walkers Max Punchy Paprika
70g | PMP



Discos Salt & Vinegar
70g | PMP



Discos Cheese & Onion
70g | PMP



Frazzles Crispy Bacon
90g | PMP



Smiths Scampi Fries
27g | PMP



Crinklys Cheese & Onion
45g | PMP



Mini Cheddars Original
90g | PMP



Monster Munch Roast Beef
72g | PMP



Wheat Crunchies Spicy Tomato
70g | PMP



Space Raiders Beef
70g | PMP



Space Raiders Pickled Onion
70g | PMP



Cheetos Twisted Flamin' hot
65g | PMP

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

1 Bay fixture

Also follow these principles for any additional bays



Available + Visible = **Sales & Profit**



“

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

Atul Sodha

Convenience Store Owner, Londis - Harefield

“

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

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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