

NOW THAT'S WHAT I CALL

Snacking Sales

Why Nostalgic Brands Supercharge Bagged Snacks Growth

Nostalgia is a

proven growth lever

Shoppers buy emotions, not just snacks.
Nostalgia creates comfort, familiarity and joy.

85% of shoppers buy nostalgic food & drink brands, with **over 50%** being influenced to buy via social media*.

Crisps & Snacks is a *Top 5 category* where nostalgia influences purchase.

39% feel comforted | **38%** feel sentimental | **35%** feel happy

51% of shoppers are more likely to **choose a nostalgic snack brand** over a newer one*.

Convenience is the heartland of

nostalgic snacking

Shoppers default to brands they know and trust when faced with a choice and time pressures.

Shoppers associate Convenience stores with emotional comfort, childhood corner shops and impulse treats.

45% of shoppers say they are more likely to **buy a nostalgic snack brand** as a treat*.

x2.5 Heritage snack brands are **2.5 times more likely** to be in an impulse store shopping basket than a bigger grocery store*.

Flavour drives the Category, and Heritage Brands deliver both

taste and trust

Taste is the #1 driver of bagged snacks choice. New flavours from Heritage brands drive trial and repeat, blending familiarity with novelty.

47% are more likely to buy a nostalgia brand when it launches a new flavour*.

Repeat Shoppers say new flavours give them a reason to try the brand again, creating incremental purchases*.



KP's Heritage Portfolio

offers it all

KP Snacks' range of Heritage Brands are core category drivers offering emotional relevance, great taste and new flavours



+21%
L12 wks*

+7%
L12 wks*

+27%
L12 wks*

- ✓ Fun, loved and **trusted brands**
- ✓ Iconic, bold, instantly **recognisable flavours**
- ✓ Exciting **new flavours** and campaigns to engage shoppers

Key to sales:

12%

of all Crisps & Snacks sales in Independents come from KP's heritage brands*

Becoming more popular:

+6%

household penetration since 2023**

NOW
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WINNING



Our Top Hits for record breaking sales!

Range the icons

Stock the **heritage brands** shoppers actively seek. They deliver **trust, flavour and guaranteed footfall**.



Lean into new news

Prioritise **NPD** from heritage brands — it drives incremental sales and **re-engages lapsed shoppers**.



Offer clear value

Use **PMPs** to reassure shoppers and boost **impulse conversion**.



Create excitement in store

Use on pack promotions, bold displays and secondary siting to amplify visibility. **Look out for exciting on pack promos.**



*Nielsen NIQ, Total Independents & Symbols, Value Sales, L12 Wks to 21.03.26, **Kantar Worldpanel, 52we 28.12.25, Total Market, *Nielsen NIQ, Total Independents & Symbols, Value Sales %Chg vs. YA, L12 Wks to 21.03.26