

2026/2027
Edition



25 to Thrive

is a Core Range recommendation that effectively meets key shopper needs and purchase occasions

Implementing 25 to Thrive could add **15.5%** to your Bagged Snacks Sales*



Bagged Snacks are a **£5.4bn** category and growing!***



Price Mark Packs (PMP) are over **60%** of sales***



Bagged Snacks feature in **1 in 5+** Convenience Baskets

*helping you create
happy snacking moments*



Scan the QR
code to find more
category advice

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*KP Snacks Independent store trials 2024. **Nielsen NIQ Total Market 52w/e to 11.07.26. ***Nielsen NIQ Symbols & Independents PMP Value Sales 52w/e to 11.07.26. *Lumina Intelligence 52w/e 24.05.26.



KP Star Performers



No.1 product*

No. 2 £PMP Brand**



No.1 Ridge Cut Crisp*



No.3 £PMP Brand**



+5.5% growth**



+16.2% growth**

Price-marked packs (PMPs) play a crucial role in retail by communicating **clear value** directly to consumers, which instantly builds **shopper confidence** at the point of purchase. On the shop floor, these marked packs serve as a highly effective visual tool that helps products **Stand Out**. Furthermore, PMPs offer excellent **formatting versatility**, making them equally successful whether applied to single-serve items or larger sharing bags.



3 shopper missions



Food to Go



Treats



Planned top up

60%

of Crisps and Snacks purchases are picked up from **secondary locations** around the store. Siting Crisps and Snacks near to **Sandwiches & Drinks** drives cross purchase.[†]

1 bay fixture

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

These are the **best-selling SKUs** offering breadth of choice for shoppers across formats and flavours

Top Sellers ✓
Right Range ✓
Right Layout ✓

Our check list to **maximise sales**

Drive Nuts and Popcorn as a **complimentary purchase**



The UK's **No.1** nut brand*

The UK's **No.1** popcorn brand*

Block **similar products** together. E.g. Flat crisps/ridge crisps/Tortilla/Tubes

Signpost **best-selling brands** such as Hula Hoops and McCoy's to drive purchase



The UK's **No.1** Ridge Cut Crisp*



Big Hoops Beef **No.1** sku*

Give **best sellers** most prominent space and additional facings



The UK's **No.1** for prawn flavour*



15.5% could be added to your Bagged Snack Sales by implementing 25TT**

2 bay fixture

Here's how to layout the **top 50 sku's**



Scan the QR code to find more category advice

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YOUR PMP, 2 BAY SHOPPING LIST

- ☐ PRINGLES SOUR CREAM AND ONION
- ☐ PRINGLES BARBEQUE
- ☐ PRINGLES ORIGINAL
- ☐ PRINGLES SALT AND VINEGAR
- ☐ KP NUTS DRY ROASTED
- ☐ KP NUTS ORIGINAL
- ☐ MCCOYS NUTS FLAME GRILL STEAK
- ☐ BUTTERKIST SWEET N' SALTY
- ☐ BUTTERKIST TOFFEE
- ☐ DORITOS COOL ORIGINAL
- ☐ DORITOS TANGY CHEESE
- ☐ DORITOS CHILLI HEATWAVE
- ☐ MCCOYS FLAME GRILL STEAK
- ☐ MCCOYS CHEESE & ONION
- ☐ MCCOYS SALT & VINEGAR
- ☐ MCCOYS THAI SWEET CHICKEN
- ☐ SENSATIONS THAI SWEET CHILLI
- ☐ DISCOS CHEESE & ONION
- ☐ DISCOS PICKLED ONION
- ☐ DISCOS SALT & VINEGAR
- ☐ BIG HOOPS BARBEQUE BEEF
- ☐ BIG HOOPS SALTED
- ☐ BIG HOOPS SALT & VINEGAR
- ☐ NIK NAKS NICE N' SPICY
- ☐ NIK NAKS RIB N' SAUCY
- ☐ NIK NAKS SCAMPIN' LEMON
- ☐ ROYSTERS T-BONE STEAK
- ☐ WALKERS CHEESE & ONION
- ☐ WALKERS READY SALTED
- ☐ WALKERS SALT & VINEGAR
- ☐ WALKERS PRAWN COCKTAIL
- ☐ SQUARES CHEESE & ONION
- ☐ SQUARES SALT & VINEGAR
- ☐ CRINKLYS CHEESE & ONION
- ☐ MINI CHEDDARS ORIGINAL
- ☐ WOTSITS CHEESE
- ☐ QUAVERS CHEESE
- ☐ SKIPS PRAWN COCKTAIL
- ☐ WHEAT CRUNCHIES CRISPY BACON
- ☐ WHEAT CRUNCHIES SPICY TOMATO
- ☐ TAKIS BLUE HEAT
- ☐ TAKIS LIME & CHILLI
- ☐ FRAZZLES CRISPY BACON
- ☐ MONSTER MUNCH ROAST BEEF
- ☐ MONSTER MUNCH SWEET & SPICY
- ☐ MONSTER MUNCH PICKLED ONION
- ☐ CHEETOS TWISTED FLAMIN' HOT
- ☐ SPACE RAIDERS BEEF
- ☐ SPACE RAIDERS PICKLED ONION