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Independent Sales Health Check – Powered by SalesOut

September 2009 – Category Health Check – Crisps and Snacks

The column is based on data for:
5,000 independent stores
3,000 of which are symbol stores

The table shows:
Top selling products in the Crisps and Snacks category for the year ending August 2009

SALESOUT CATEGORY HEALTH CHECK		
CRISPS & SNACKS		
MERCHANDISING GROUP	PRODUCT	SIZE
MULTI PACKS	QUAVERS CHEESE	6X17G
MULTI PACKS	WALKERS CRISPS R/SALTED	6X25G
MULTI PACKS	WALKERS CRISPS VARIETY	6X25G
MULTI PACKS	MCCOYS VARIETY	6X32G
MULTI PACKS	H/HOOPS CLASSIC	7X25G
MULTI PACKS	M/CHEDDS ORIGINAL	7X25G
MULTI PACKS	WALKERS CRISPS CHS&ONION	6X25G
EVERYDAY HANDYPACK	WALKERS CRISPS CHEESE/ONION	34.5G
EVERYDAY HANDYPACK	WALKERS CRISPS READY SALTED	34.5G
EVERYDAY HANDYPACK	WALKERS CRISPS SALT/VINEGAR	34.5G
EVERYDAY HANDYPACK	WALKERS CRISPS PRAWN COCKTAIL	34.5G
EVERYDAY HANDYPACK	WALKERS CRISPS SMOKEY BACON	34.5G
ADULT HANDYPACK	DORITOS CHILLI HEATWAVE	40G
ADULT HANDYPACK	DORITOS TANGY CHEESE	40G
ADULT HANDYPACK	MCCOYS FLAME GRILLED STEAK	50G
ADULT HANDYPACK	MCCOYS CHEDDAR/ONION	50G
ADULT HANDYPACK	SENSATIONS THAI SWEET CHILLI	40G
ADULT HANDYPACK	SMITHS SCAMPI FRIES CARD	27G
SHARING	DORITOS COOL ORIGINAL	225G
SHARING	DORITOS TANGY CHEESE	225G
SHARING	KETTLE CHIPS LIGHTLY SALTED	150G
SHARING	KETTLE CHIPS SEA SLT/BALSAM	150G
SHARING	PRINGLES ORIGINAL	155G
SHARING	PRINGLES SOUR CREAM/ONION	155G
SHARING	DORITOS CHILLI HEATWAVE	225G
SHARING	DORITOS FLAMIN CHEESEBALL	225G
SHARING	KETTLE CHIPS SALT/BLACK PEPPER	150G
SHARING	PRINGLES BARBECUE	155G
SHARING	PRINGLES SALT/VINEGAR	155G
CHILDRENS HANDYPACK	HULA HOOPS BBQ BEEF	34G
CHILDRENS HANDYPACK	HULA HOOPS ORIGINAL	34G
CHILDRENS HANDYPACK	M/MUNCH MEGA FLAMIN HOT	40G

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CHILDRENS HANDYPACK	M/MUNCH MEGA PICKLED ONION	40G
CHILDRENS HANDYPACK	M/MUNCH MEGA ROAST BEEF	40G
CHILDRENS HANDYPACK	MCV ORIGINAL MINI CHEDDARS	50G
CHILDRENS HANDYPACK	QUAVERS CHEESE	16.4G
CHILDRENS HANDYPACK	SKIPS PRAWN COCKTAIL	17G
CHILDRENS HANDYPACK	WALKERS R/SALT FRENCH FRIES	22G
CHILDRENS HANDYPACK	WHEAT CRUNCHIES BACON	30G
CHILDRENS HANDYPACK	WOTSITS CHEESY	19G
CHILDRENS HANDYPACK	QUAVERS BIG EAT CHEESE	34G
CHILDRENS HANDYPACK	WALKERS CHEESE/ONION SQUARES	25G
CHILDRENS HANDYPACK	WALKERS SALT/VIN FRNCH FRIES	22G
CHILDRENS HANDYPACK	WALKERS SPICY TOMATO SNAPS	21G

Steve Collins, Commercial Director, SalesOut

Crisps and Snacks is an essential category in the convenience retail market, given the impulse nature of the products. In a recession, the category becomes increasingly important as people treat themselves to boost their morale and shop more locally to save money and reduce fresh food wastage.

With more than 150 SKUs stocked by a typical wholesaler, SalesOut has analysed the trends in this category and extrapolated a list of the essential products from a £7bn data pool, to help independent retailers to maximise sales. A full category check list can be seen at thegrocer.co.uk/independents.

Despite a slowdown in growth over the last quarter to a little less than 1% the Crisps and Snacks category remains buoyant with an annual growth rate of 6.7%.

Sharing packs are outperforming the category with 20% growth year on year and 25% growth in the last quarter, due to an increase in home-based entertainment. SalesOut recommends the following as a minimum range within this sub-category: Doritos Cool Original 225g, Doritos Tangy Cheese 225g, Kettle Chips Lightly Salted 150g, Kettle Chips Sea Salt & Balsamic Vinegar 150g, Pringles Original 155g, Pringles Sour Cream & Onion 155g.

Sharing packs present an opportunity to increase basket size with associated products, including dips which saw double digit growth in the last year. Another opportunity is microwave popcorn, which continues to perform well as people create the cinema experience at home.

Premium products have seen 18% year on year growth and even higher growth in recent months, and sales of popular products like Pringles remain buoyant. Nuts are showing some decline in sales but premium products like cashews are selling well. This reinforces the "treat trend" evident in the recession.

Multiple packs have declined significantly year on year due to aggressive activity by the multiples, but consumer demand is high and independent retailers can win back a share of the market by stocking the right products.

To maximise sales in this important category it is essential that store displays are merchandised to high standards using good quality fixture equipment which neatly separates products and sub-categories, to maximise product impact and consumer appeal. In addition to this, the secondary merchandising of sharing packs in complimentary locations such as the licensed section is essential to drive impulse purchases and increase sales.

Independent retailers should also consider the needs of the local population. For example, a local school will increase demand for children's snacks and a wealthy community presents an opportunity to up-sell by offering more premium brands.

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