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Independent Sales Health Check – Powered by SalesOut

October 2009 – Category Health Check – Soup

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

The column describes:
September and annual growth in like for like sales in the independent sector
Trends in the Soups category for the year ending September 2009

The table shows:
Top selling products in the Soups category for the year ending September 2009

SALESOUT CATEGORY HEALTH CHECK	
SOUPS	
PRODUCT	PACK
HEINZ CLASSIC TOMATO	400G
HEINZ CLASSIC TOMATO (4xPACK)	4X400G
HEINZ CLASSIC CHICKEN	400G
HEINZ CLASSIC VEGETABLE	400G
HEINZ CLASSIC OXTAIL	400G
HEINZ CLASSIC MUSHROOM	400G
HEINZ CLASSIC MINESTRONE	400G
HEINZ CLASSIC SCOTCH BROTH	400G
HEINZ CLASSIC LENTIL	400G
HEINZ CLASSIC BEEF BROTH	400G
HEINZ BIG SOUP CHICK & VEG	400G
HEINZ BIG SOUP BEEF & VEG	400G
HEINZ BIG SOUP CHUNKY VEG	400G
BAXTERS FAV CREAM OF TOMATO	415G
BAXTERS FAV CHICKEN BROTH	415G
BAXTERS FAV SCOTCH BROTH	415G
BAXTERS FAV MINESTRONE	415G
HEINZ W/W SOUP TOMATO	295G
BATCHELORS CONDENSED CHICKEN	295G
BATCHELORS CONDENSED MUSHROOM	295G
BATCHELORS CONDENSED TOMATO	295G
BATCHELORS CUP A SOUP GRAN MINESTRONE	99G
BATCHELORS CUP A SOUP GRAN CHICKEN & VEG	115G
BATCHELORS CUP A SOUP GRAN VEGETABLE	126G
BATCHELORS ORIG CUP A SOUP CHICKEN	107G
BATCHELORS ORIG CUP A SOUP GOLDEN VEGETABLE	109G
BATCHELORS ORIG CUP A SOUP TOMATO	123G
BATCHELORS ORIG CUP A SOUP VARIETY	128G
BATCHELORS SLIM A SOUP GRAN MINESTRONE	61G

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BATCHELORS SLIM A SOUP GRAN CHICK NOODLE	60G
KNORR CHICK NOODLE PACKET	55G
KNORR GOLDEN VEGETABLE PACKET	78G
HEINZ TASTE OF HOME BEEF STEW & DUMPLING	430G
HEINZ TASTE OF HOME CHICKEN & VEGETABLE	430G

Steve Collins, Commercial Director, SalesOut

Independent sector sales continue to be buoyant recording a growth of 5.7% in September. This was driven by sales of Tobacco, Wines & Spirits, Soft Drinks and Pet Care, all of which achieved above average growth.

Traditional categories in which SalesOut has previously reported strong growth including Canned Goods, Home Baking and Biscuits continue to perform well. This underlines the propensity for consumers to shop locally and more regularly in the recession, and to widen their range of purchases in the independent sector. Conversely, Beer and Larger continue to significantly underperform, due to continued pricing pressure from the multiples.

SalesOut can also report 6.35% growth in annual sales in the independent sector which continues to outperform the total market.

As always, stocking the correct range and merchandising correctly is a key factor in satisfying your customers and this month we are focussing on the Soup category. Soup continues to be an important category for the independent sector recording a 15% growth in year on year sales.

The Soup sector continues to be dominated by the big brands, Heinz, Baxters and Batchelors, which account for 96% of total sales. Heinz is performing particularly well, and has experienced a phenomenal growth of 24%.

Canned soup continues to dominate the market accounting for almost 80% of total sales; however significant growth is also occurring in Pouched products. This is likely to be the result of their ease of preparation, which consumers have found attractive. Low Calorie / Healthy soups have significantly underperformed as mainstream products have reduced fat and salt contents.

Given these strong growth credentials in the Soup category, it is important that stores offer a comprehensive range that includes every sub-category i.e. Canned, Dry, Pouched, Regular, Condensed and Low Calorie / Healthy. Based on the top-selling products in this category, SalesOut recommends the 34 products listed on thegrocer.co.uk/independents as a minimum range, which account for 60% of total soup sales in the independent sector.

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