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Independent Sales Health Check – Powered by SalesOut

27 November 2009 – Category Health Check – New Product Launches

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

The column describes:
Trends in New Product Launches for the 52 weeks ending 31 October 2009

The table shows:
A selection of the most successful New Product Launches in the 52 weeks ending 31 October 2009

SALESOUT CATEGORY HEALTH CHECK
New Product Launches
PRODUCT
BLOSSOM HILL SIGNATURE RANGE 75CL
CADBURY CLUSTERS
CADBURY GIANT BUTTONS
CADBURY PEANUTS/RAISINS
CADBURY WISPA GOLD
DRENCH JUICY
FIRST CAPE WINE MAKERS RANGE
GALAXY COOKIE CRUMBLE
KELLOGGS RICE KRISPIES SQUARES TOTALLY CHOC
KRAFT MIKADO
LUCOZADE ENERGY CHERRY
MAGNERS PEAR CIDER 568ML
RED BULL ENERGY LARGE CAN
RELENTLESS ENERGY JUICED BERRY
RELENTLESS ENERGY SHOT 50ML
RIBENA STRAWBERRY
ROWNTREE RANDOMS
TOFFEE CRISP CLUSTERS
WKD CORE APPLE CIDER

Marcus Vallance, CEO, SalesOut

New product launches are vital to sales in the independent sector, with many new products targeted at the impulse market which the independent sector excels at. While consumers are expanding their range of independent purchases to include staple goods and even fresh produce, to save money and reduce fresh food wastage in the recession, independent retailers ignore impulse purchases and new products at their peril.

With this in mind, SalesOut has looked at the most successful product launches in the 52 weeks leading to 31 October 2009, a selection of which can be found at thegrocer.co.uk/independents.

SalesOut can also report that new products and new pack variations of existing products account for almost 4% of total independent sales during this period.

Amongst the most successful launch products are Cadbury's Wispa Gold, Rowntree's Randoms and Magners Pear Cider. Significantly, six of the most successful launch products are soft drinks.

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To capitalise on the additional sales available from new product development, retailers must be aware of imminent launches to the consumer market through reading trade publications, reading direct mail and speaking to their suppliers. It is vital that they stock these products as early as possible and merchandise them prominently in-store, to take advantage of increased consumer awareness, curiosity and demand as a result of media and marketing campaigns.

Consumers will often shop for new products specifically. Therefore, retailers run the risk of being bypassed, not to mention missing out on additional sales within the same transaction, if they are not as quick off the starting blocks as another local retailer.

Finally, by monitoring the performance of new products in their store, and benchmarking this against a peer group for example independent retailers in the local area or stores within their symbol group, retailers can identify the most successful types of launch products in their area and evaluate the merchandising strategies that work best.

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