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Wholesale News

February 2010 – Confectionery

This column is based on data for an expanded store base of over 11,000 independent stores 5,000 of which are symbol stores.

CONFECTIONERY	MAT 52 WEEKS		
	TY	LY	% CHANGE
WISPA 36G			UP
TWIRL 44G			UP
MARS BAR 58G			Down
DAIRY MILK 140G			UP
KITKAT 4 FINGER			UP
SNICKERS 58G			Down
EXTRA SPEARMINT 10 PCE			Down
EXTRA PEPPERMINT 10 PCE			Down
DAIRY MILK 49G			Down
TWIX TWIN 58G			Down
MALTESERS BAG 37G			Down
SNICKERS DUO 95G			Down
CRUNCHIE 40G			Down
MALTESERS POUCH 135G			Down
GALAXY MILK 46G			Down
DOUBLE DECKER 60G			Down
GALAXY CARAMEL 48G			Down
BOOST GLUCOSE 60G			Down
MARS BAR DUO 85G			Down
DAIRY MILK 230G			Down
WISPA GOLD 52G			NEW
CADBURY CARAMEL 49G			UP
CATEGORY TOTAL	£150,065,965	£163,463,091	8.9%

Steve Collins, Commercial Director, SalesOut

The confectionery category has seen an 8.9% growth in like-for-like sales year on year. This is reflective of a tendency for consumers to treat themselves in the recession, in addition to the impulse nature of the category which is well suited to the convenience store format.

Interestingly, only four of the top 20 selling products are in growth, stealing ahead of the rest of the competition with significant growth year on year. This is likely to be the result of innovative and targeted marketing campaigns, in order to win sales in the recession.

Indeed, the re-launch of Wispa Gold has had a tremendous impact on its sister product Wispa. Wispa Gold 52g came in at 21 in the list, but has performed extremely well given the shorter availability of this product.

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Dairy Milk 140g was by far the biggest grower of the top 20. Maltesers Pouch 130g also performed well, making it to 14 in the top selling product list. This shows an increase in home based entertainment in the recession, as people try to save money on going out.

SalesOut has recently reported the benefits of stocking a range that is more reflective of consumer needs. With consumers looking to buy a wider range of groceries from their local convenience store, it is wise for retailers to continually assess and respond to consumer needs with ranging decisions, offering King Size, sharing pouches and multi-packs as required.

To maximise sales in the confectionery 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.

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