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Independent Sales Health Check – Powered by SalesOut

19 February 2010 – Breakfast Cereals – Category Health Check

The column is based on data for:
 11,000 independent stores
 5,000 of which are symbol stores

The data shows:

Top 30 selling products in the Breakfast Cereals category with % change year on year
 Total category sales this year and last year (52 wks MAT to 29th January) and % change

RANK	BREAKFAST CEREALS	% CHANGE
1	WEETABIX 24S	14.1%
2	KELLOGGS CORNFLAKES 500G	11.3%
3	KELLOGGS COCO POPS 375G	1.1%
4	KELLOGGS RICE KRISPIES 450G	9.0%
5	KELLOGGS CRNCHY NUT CORNFLAKES 500G	5.2%
6	KELLOGGS FROSTIES 500G	0.7%
7	KELLOGGS SPECIAL K 500G	-2.7%
8	KELLOGGS VARIETY 8PACK	-18.2%
9	WEETABIX 12S	14.4%
10	KELLOGGS SPECIAL K RED BERRIES 375G	32.1%
11	NESTLE SHREDDIES 500G	-12.9%
12	SUGAR PUFFS 450G	-24.8%
13	CHEERIOS 375G	-3.4%
14	KELLOGGS BRAN FLAKES 500G	2.1%
15	KELLOGGS CRUNCHY NUT CORNFLAKES 375G	7.2%
16	KELLOGGS SPECIAL K 375G	-17.1%
17	SUGAR PUFFS 320G	0.1%
18	NESTLE SHREDDED WHEAT 16S	14.2%
19	QUAKER OATSO SIMPLE ORIGINAL 10PK	29.2%
20	JORDANS COUNTRY CRISP STRAWBERRY 375/500G	14.9%
21	KELLOGGS FRUIT N FIBRE 375G	20.1%
22	KELLOGGS CRUNCHY NUT CORNFLAKES 750G	15.7%
23	QUAKER OATS 1KG	-4.8%
24	WEETABIX WEETOS 375G	26.0%
25	JORDANS COUNTRY CRISP FOUR NUT 375/500G	23.6%
26	ALPEN MUESLI ORIGINAL 750G	10.3%
27	CHEERIOS HONEY NUT 375G	-27.9%
28	SCOTTS PORRIDGE OATS 1KG	-4.6%
29	KELLOGGS CORNFLAKES 750G	-23.9%
30	WEETABIX MINIS CHOC 375/550G	15.4%
	TOTAL CATEGORY	4.1%

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	MAT 52 WKS	
	LY	TY
TOTAL CATEGORY	£38,636,167	£40,206,095

Steve Collins, Commercial Director, SalesOut

Breakfast Cereals remains an important category in the independent retail sector, generating more than £40million in sales for the stores in this report.

The category is continuing to grow, although its growth in the independent sector (+4.1%) is currently below its growth in the total market (+5.8). To help independent retailers close this gap, SalesOut has looked at the key trends in this category and offers advice on how to maximise sales.

As breakfast cereals are bulky by nature, space is at a premium on this fixture and must be utilised to the best sales advantage. This means offering the widest possible choice; so if space is limited, it is better to stock two different products in place of two sizes of the same product. When making pack size choices, the larger pack presents the greatest sales opportunity and should take priority. For example, if you can only stock one size of Kellogg's Cornflakes, select 500g not 375g. This will increase the sales and the cash profits generated.

Significant growth was seen by Special K Red Berries (+32.1%), Quaker Oatso Simple Original 10pk (+29.2%) and Jordans Country Crisp Four Nut 375/500g (+23.6%). By comparing the position of the top selling products with their average weekly sales, it is clear that stores need to stock a wider range of goods. For example, Special K Red Berries has the third highest average weekly sales in the independent sector, but it is tenth in terms of total sales. Are you missing this opportunity?

It is clear from the SalesOut Report that many of the top selling products have benefited from some strong messages and innovative marketing campaigns in the last year, for example the Weetabix Week and the Special K Diet Plan. Retailers should be aware of this influence on consumer demand, and plan ahead to capitalise on this opportunity.

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