

FINAL APPROVED

Independent Sales Health Check – Powered by SalesOut

March 2010 – Category Health Check – Biscuits & Confectionery

The column is based on data for:

Over 11,000 independent stores
5,000 of which are symbol stores

The tables show:

Value and growth of Chocolate, Mints & Gums, Sugar Confectionery and Biscuits categories
Top selling products in these categories
Reporting period is the year ending Friday 5th March 2010

RANK	CHOCOLATE	% CHANGE
1	CADBURY WISPA STD	UP
2	CADBURY TWIRL STD	UP
3	CADBURY DAIRY MILK 140G	UP
4	MARS BAR	DOWN
5	KITKAT FOUR FINGER	UP
6	SNICKERS 65G	DOWN
7	MILKYWAY BAR SINGLE	DOWN
8	CADBURY DOUBLE DECKER STD	UP
9	CADBURY DAIRY MILK 50G	UP
10	TWIX TWIN 58G	UP
11	CADBURY CRUNCHIE 40G	DOWN
12	CADBURY WISPA GOLD 52G	NEW
13	SNICKERS THE BIG ONE 100G	DOWN
14	MALTESERS STD BAG 37G	DOWN
15	CADBURY DAIRY MILK 230/250G	DOWN
16	GALAXY 150G	UP
17	GALAXY 46G	DOWN
18	MALTESERS POUCH 135/230G	DOWN
19	CADBURY GIANT BUTTONS 145/175G	UP
20	CADBURY BOOST 60.5G	DOWN
	TOTAL CATEGORY	9.8%

	MAT 52 WKS	
	LY	TY
TOTAL CATEGORY	£201,435,537	£221,231,139

RANK	MINTS & GUMS	% CHANGE
1	WRIGLEY EXTRA SPEARMINT 10PCE	DOWN
2	WRIGLEY EXTRA PEPPERMINT 10PCE	DOWN
3	POLO ORIGINAL 34.4G	UP
4	WRIGLEY EXTRA C/BREEZE 10PC	UP
5	WRIGLEY EXTRA ICE PEPPERMINT 10PCE	UP
6	TREBOR EX STRONG MINT ROLL 'S	UP
7	TREBOR SOFTMINTS ROLL 38G	DOWN

FINAL APPROVED

8	WRIGLEY AIRWAVES MENT/EUCAL 10PCE	UP
9	TREBOR SOFTMINT SPEARMINT ROLL 'S	UP
10	WRIGLEY AIRWAVES CHERRY MENTHOL * 10PCE	UP
11	WRIGLEY AIRWAVES BLACK MINT 10 PCE	UP
12	HALLS MENTHOL EXTRA STRONG 32G	UP
13	LOCKETS HONEY & LEMON 43G	DOWN
14	WRIGLEY ORBIT SPEARMINT * 14PCE	UP
15	WRIGLEY JUICY FRUIT GUM 10PCE	UP
16	WRIGLEY DOUBLEMINT GUM 7STK	DOWN
17	HALLS SOOTHERS STRAWBERRY 45G	DOWN
18	WRIGLEY ORBIT PEPPERMINT 14PCE	UP
19	WRIGLEY EXTRA PEPPERMINT H/PK * 25PCE	DOWN
20	WRIGLEY AIRWAVES GREEN MINT 10PCE	UP
	TOTAL CATEGORY	2.2%

		MAT 52 WKS	
		LY	TY
TOTAL CATEGORY		£37,540,010	£38,371,049

RANK	SUGAR CONFECTIONERY	% CHANGE
1	ROWNTREE FRUIT PASTILLES 52.5G	DOWN
2	HARIBO STARMIX 160/250G	UP
3	ROWNTREE RANDOMS 50G	NEW
4	SKITTLES BAG 55G	UP
5	MAYNARDS WINE GUMS ROLL	DOWN
6	HARIBO TANGFASTICS 160G	UP
7	ROWNTREE JELLY TOTS 42.5G	DOWN
8	BASSETTS JELLY BABIES 170/215G	UP
9	STARBURST ORIGINAL 45G	DOWN
10	MAYNARDS SPORT MIX 180/215G	UP
11	HARIBO KIDDIES SUPERMIX 160/250G	UP
12	BASSETTS LIQUORICE ALLSORTS 170/215G	DOWN
13	MAYNARDS WINE GUMS 170G	UP
14	MAYNARDS WINE GUMS 215G	UP
15	ROWNTREE FRUIT GUMS ROLL	DOWN
16	ROWNTREE FRUIT PASTILES H/BAG 205G	UP
17	SMARTIES TUBE	UP
18	SKITTLES SOURS STD BAG 55G	UP
19	MAYNARDS MIDGET GEMS 215G	UP
20	WERTHERS ORIGINAL 150G	DOWN
	TOTAL CATEGORY	8.4%

		MAT 52 WKS	
		LY	TY
TOTAL CATEGORY		£46,716,570	£50,632,343

FINAL APPROVED

RANK	BISCUITS	% CHANGE
1	MCVITIES MILK CHOC DIGESTIVE 200/400G	UP
2	NESTLE KITKAT 2FINGER MILK M/PACK	DOWN
3	MCVITIES DIGESTIVE 250/400G	UP
4	MCVITIES RICH TEA 200/300G	UP
5	MCVITIES PLAIN CHOC DIGESTIVE 200/400G	UP
6	MCVITIES HOBNOBS MILK CHOC 250/300G	DOWN
7	JACOBS CREAM CRACKERS 200/300G	UP
8	OWN LABEL DIGESTIVE BISCUITS 200/400G	UP
9	OWN LABEL CUSTARD CREAMS 400G	UP
10	MCVITIES MILK CHOC DIGESTIVE CARAMEL 300G	UP
11	MCVITIES HOBNOBS 300G	DOWN
12	MCVITIES GINGER NUTS 200/300G	UP
13	MARYLAND COOKIES CHOC CHIP 150G	UP
14	OWN LABEL BOURBON CREAMS 400G	UP
15	CADBURY'S FINGERS 125G	DOWN
16	OWN LABEL RICH TEA 200/300G	UP
17	MCVITIES PENGUIN M/PACK	UP
18	OWN LABEL MILK CHOC DIGESTIVES 200/400G	UP
19	OWN LABEL GINGER NUTS 200/300G	UP
20	FOX'S CRUNCH CREAMS GOLDEN 200G	UP
	TOTAL CATEGORY	5.6%

	MAT 52 WKS	
	LY	TY
TOTAL CATEGORY	£57,523,631	£60,727,327

Steve Collins, Commercial Director, SalesOut

Confectionery is a vital category in the independent sector, and one that continues to benefit from product innovation. Also, it has benefited recently from a tendency for people to treat themselves in these tough economic times, as has the Biscuits category.

To help retailers maximise sales in these categories, SalesOut has looked at the movers, shakers and trends in Chocolate, Mints & Gums, Sugar Confectionery and Biscuits (full lists are available online at thegrocer.co.uk/independents).

The Chocolate category continues to see strong growth (9.8%) which is currently above the independent sector as a whole (6.6% 52 wks MAT). Cadbury Dairy Milk 140g is performing extremely well, along with other big block sharing products which supports an upward trend in staying home to save money in the current economic climate.

The Mints & Gums category is also in growth (2.2%) although this is significantly below the independent sector as a whole. New product development is important in this category, accounting for more than 70% of category growth. Due to the impulse nature of these products, counter displays are vital to maximising sales in this category.

Sugar Confectionery is performing well, with 8.4% growth overall and six of the top 20 sellers growing faster still. The success of Rowntree Randoms continues, becoming the third biggest selling product after only a year on the market.

FINAL APPROVED

Haribo's top performers continue to grow steadily, with Starmix leading the way with the biggest growth in the top 20 sellers list excluding Rowntree Randoms.

The Biscuits category continues to perform well at 5.6% which is slightly ahead of the marketplace (reported as 5.3%). Own label has seen a significant rise in penetration and value, as it supports the need for a treat with the value proposition. Kraft Mikado is a significant new entry, benefiting from its multi-purpose credentials (is it a biscuit or is it confectionery?).

ENDS