

snac**K**Partners



Bag your share of growth
with our *category wide*
range recommendation

Revive

...your sales, now
that the on-the-go
shopper is back

Drive

...Impulse with
a new range of
best-selling SKUs

Thrive

...In today's world
with your best ever
snacking offer

25 to Thrive is a core range recommendation of 25 SKUs meeting
today's changing consumer & shopper demands

✓ Insight Led ✓ Category Wide ✓ Top Sellers

✓ Simple and Easy to Follow ✓ For All Occasions and Price Points

Now is the time for convenience retailers to re-think in order to...

Revive

Your sales, now that the on-the-go shopper is back

- On-the-go shopping missions are back! Food to Go (+12%), Treat (+19%), the distress top-up (+14%)
- Younger shoppers are going to be key (<34yrs are highest for visits and spend)*

Drive

Impulse with a new range of best-selling SKUs

- Shoppers are focused on value more than ever, particularly looking for
 - Clear communication through PMPs
 - Products that deliver nostalgic moments
 - Great value Snacks for a Big Night In

Thrive

In today's world with your best ever snacking offer

- Make sure you are stocking all of the 25 to Thrive range
- Add the SKUs that you know also sell well in your store
- Merchandise brilliantly so you can pick up those impulse sales

25 TO THRIVE an **optimised, relevant & easy to action** core range, delivering today's shopper needs.

Capitalising on Macro Trends

On-the-go snacking and meal deals remain in strong growth as consumers look for **value reassurance**. PMPs are particularly important in this context, have seen significant growth and will stay increasingly relevant as the **cost of living** remains high and consumers remain price conscious.

Nostalgia is becoming more important with shoppers becoming less experimental, turning to familiar brands that they recall and trust. This is where **heritage brands** play an important role.

Another growing occasion is **Big Night In** with shoppers looking for less expensive ways to entertain themselves or socialise with friends. **62% of consumers[†]** think having snacks in the evening is an affordable treat.

Bagged Snacks

No.1

Fastest Growing Impulse Category*

Worth **£4 billion** RSV**

KP Drives

+52% of Impulse category unit growth**



Heritage brands also offering value

Brands to help make it a 'Big Night In'

Understanding what your customers want, will help you **know what to stock and maximise sales.**

Available + Visible = Sales & Profit

25 to Thrive has been developed by using category data, insights, trends and trials information. 25 to Thrive provides the core range to bag your share of growth in the category.

However, here's how you can maximise your sales:

Managers Specials You know your shoppers best, make sure to add in those other products that you know they want.

Drive impulse 70% of Bagged Snacks shoppers buy on Impulse[‡], utilise displays and secondary sitings in complimentary categories.

Bring to life! Utilise POS materials to draw attention and give more reasons to pick up some bagged snacks.

Single bay Core Range recommendation



The right products to stock

"KP Snacks is committed to helping independent retailers thrive and prosper in the bagged snacks category. For retailers, simplicity in ranging is key so '25 to Thrive' highlights 25 core SKUs covering a spectrum of shopper missions, occasions and top sellers across the entire value spectrum. By stocking this range, retailers can benefit from this growth category".

Matt Collins Trading Director at KP Snacks



KP Snacks is the **#1 driver** of category unit growth in Independents*

* NielsenIQ 12 w/e 25.02.2023, *Mintel Consumer Snacking July 2022