

CATEGORY ADVICE 2023

CONFECTIONERY



- **Market Insights**
- **Must Stock Lines**
- **Planograms**





Market Insight

CATEGORY ADVICE
2023

Confectionery is the 4th largest category within your store.

(The Retail Data Partnership 2021)

Sugar singles are the fastest growing format up 18% YoY followed by sugar sharing bags which are up 14% YoY – critical to the category and driving a large proportion of growth.

(Circana (previously know as IRI, YTD data to 17.06.23))

Chocolate bags and block sharing is worth £270m and growing +10%.

(NielsenIQ Data to w/e 20th MAY 23)

17% of total chocolate single sales go through the duos/kingsize format, highlighting the importance of this larger hunger line in the symbols and indies channel.

(Circana (previously know as IRI, S&I Channel, Value sales, MAT data to 17.06.23))

5 out of the top 10 nation's favorite brands, sit in confectionery.

(yougov.co.uk/ratings/consumer/popularity/brands/all - Q2 2022)

30% of all confectionery sales go through PMP in the convenience channel – this rises to 43% for sharing bags and 65% for blocks.

PMP out performs non-PMP with PMP growing at +28% value YoY vs 11% for non-PMP.

(IRI Conv exc maj m, 12we 21st May 22 vs 20th May 23)



Market Insight



CATEGORY ADVICE
2023

CONFECTIONERY IS THE MOST IMPULSIVE CATEGORY IN YOUR SHOP It's almost 4 times higher than the no.2 category.*

(*Source: Lumina Intelligence, Symbols & Independents, 52we 25.06.23 – Products bought on Impulse by confectionery shoppers)

The confectionery category is growing at +17.2% YTD
Source – YTD Nielsen Scan track, p6,w4 2023



43%
of confectionery sales are bought on impulse.*



Duos are driving the growth into singles and are incremental so stock up on best selling lines.


Ensure you have a good range of price marked packs. It builds trust with the consumer.



NPD brings excitement and new shoppers into the category, and it is important to drive Confectionery with eye-catching displays.

The main fixture is vital selling space with 61% of singles and 56% of blocks bought from the main fixture.

(Source: Lumina Intelligence – YTD Data, w.e 13/11/22 & w.e 14/11/22, 24we 11/12/22)



Information correct at time of print.



Must Stock Lines

CATEGORY ADVICE
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These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

ADULT CHOCOLATE SINGLES

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

CHOCOLATE BLOCKS

19 20 21 22 23

CHOCOLATE MULTIPACKS

24

CHOCOLATE SHARING BAGS

25 26 27

KIDS CHOCOLATE SINGLES

28 29 30

SUGAR SHARING BAGS

31 32 33 34 35

SUGAR SINGLES

36

SUGAR MINT SINGLES

37 38 39

LOZENGES

40 41 42



Must Stock Lines

CATEGORY ADVICE
2023

1



AERO PEPPERMINT PM 65P
36G
SKU CODE: 814809

2



MILKYBAR PM 65P
25G
SKU CODE: 814801

3



KINDER BUENO CLASSIC PM 60P
39G
SKU CODE: 374418

4



KINDER BUENO WHITE PM 60P
39G
SKU CODE: 374397

5



BOUNTY DUO PM 70P
57G
SKU CODE: 814472

6



CADBURY TWIRL PM 69P
43G
SKU CODE: 813541

7



TWIX XTRA
75G
SKU CODE: 569456

8



MARS BAR PM 70P
51G
SKU CODE: 814475



CONFECTIONERY

Must Stock Lines

CATEGORY ADVICE
2023

9



SNICKERS PM 70P
48G
SKU CODE: 814465

13



CADBURY CRUNCHIE PM 69P
40G
SKU CODE: 813539

10



SNICKERS DUO
83.4G
SKU CODE: 21304

14



TWIX ORIGINAL PM 70P
50G
SKU CODE: 814473

11



CADBURY WISPA PM 69P
36G
SKU CODE: 813546

15



CADBURY DAIRY MILK PM 69P
45G
SKU CODE: 813544

12



CADBURY STARBAR PM 69P
49G
SKU CODE: 813538

16



YORKIE ORIGINAL PM 65P
46G
SKU CODE: 814802



Must Stock Lines

CATEGORY ADVICE
2023

17



KITKAT 4 FINGER PM 65P
36G
SKU CODE: 814804

21



CADBURY DAIRY MILK PM £1.25
95G
SKU CODE: 810510

18



SMARTIES HEXATUBE PM 60P
38G
SKU CODE: 814800

22



CADBURY DAIRY MILK PM £1.25
120G
SKU CODE: 810690

19



AERO PEPPERMINT PM £1.25
90G
SKU CODE: 812606

23



CADBURY DAIRY MILK OREO PM £1.25
120G
SKU CODE: 810522

20



GALAXY PM £1.25
100G
SKU CODE: 816629

24



KINDER CHOCOLATE PM £1.25
8 X 12.5G
SKU CODE: 812161



Must Stock Lines

CATEGORY ADVICE
2023

25



**CADBURY GIANT BUTTONS PM £1.25
95G**
SKU CODE: 783942

28



**CADBURY DAIRY MILK FREDDO PM 25P
18G**
SKU CODE: 105733

26



**M&M'S CHOCOLATE TREAT BAG
PM £1.25 82G**
SKU CODE: 813353

29



**CADBURY DAIRY MILK
FREDDO CARAMEL PM 25P 19.5G**
SKU CODE: 105744

27



**M&M'S CRISPY TREAT BAG PM £1.25
77G**
SKU CODE: 813354

30



**CADBURY FUDGE PM 25P
22G**
SKU CODE: 715290



Must Stock Lines

CATEGORY ADVICE
2023

31



HARIBO TANGFASTICS PM £1
160G
SKU CODE: 713450

34



SKITTLES FRUIT PM £1.25
109G
SKU CODE: 816514

32



HARIBO STARMIX PM £1
160G
SKU CODE: 713461

35



DRUMSTICK SQUASHIES PM £1.15
120G
SKU CODE: 817268

33



MAYNARDS WINE GUMS PM £1.25
165G
SKU CODE: 294503

36



FRUIT-TELLA STRAWBERRY
41G
SKU CODE: 507730



CONFECTIONERY

Must Stock Lines

CATEGORY ADVICE
2023

37



**TREBOR XTRA STRONG MINTS
PM 60P ROLL**
SKU CODE: 816978

40



**HALLS SOOTHERS BLACKCURRANT
45G**
SKU CODE: 569043

38



**TREBOR SOFTMINTS PEPPERMINT
PM 60P ROLL**
SKU CODE: 816979

41



**HALLS MENTHOL EXTRA STRONG
33.5G**
SKU CODE: 386396

39



**TREBOR SOFTMINTS SPEARMINT
PM 60P ROLL**
SKU CODE: 816980

42



**LOCKETS HONEY & LEMON
41G**
SKU CODE: 701515



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**