

HOW TO DRIVE YOUR CONFECTIONERY GIFTING AND SHARING

Sharing Confectionery is growing in Independent and Symbol stores so make sure you are maximising all seasons in store and exciting your shoppers

1. PLAN AHEAD WITH DATES FOR YOUR DIARY



2. IMPORTANCE OF GIFTING CONFECTIONERY



- Seasonal Convenience Confectionery shoppers have a £12.50 higher spend per visit!**



- The main mission is a planned top-up, so availability of branded best sellers like Cadbury is key**



- More affluent shoppers tend to buy seasonal confectionery so stock premium products to trade-up customers**



- 75% shoppers buy gifts from different stores; advertising events will maintain their loyalty**

3. HOW TO MAXIMISE THE SEASON

- Plan early to maximise sales - shoppers who buy early continue to buy through the season

- Advertise the event in store and on social media

- Chocolate, flowers and alcohol are the most popular gift combinations, so display them together

- Create eye catching displays to attract customers and encourage impulse purchasing

- Consider advertising other occasions to drive sales like 'Big Night In', Birthdays and 'Just Because'

4. STOCK A BESTSELLING RANGE TO MEET DIFFERENT OCCASIONS***

PREMIUM

TRADE UP SHOPPERS WITH THE SEGMENT IN GROWTH



NO. 1

NO. 2

GIFT BLOCK

FASTEST GROWING SEGMENT AT +18%*



CHOC BOXES AND CHOC CARTONS

BOXES AND CARTONS ARE STILL THE MOST POPULAR GIFTS*, BUT ALSO A NICE TREAT WHATEVER THE OCCASION



NO.1 BOX

NO.1 CARTON

NO.2 CARTON

AFFORDABLE GIFTS

STOCK A RANGE OF GIFTS AT DIFFERENT PRICE POINTS



*Source to Nielsen, I&S stores, YTD to 08.10.2022 **Lumina Intelligence Tracking Program 2021;

***Source: Top ranking Premium gifts, Everyday gift box, and Everyday sharing carton. Nielsen, Convenience 52 weeks 08.10.2022

HFSS Legislation applies from October 2022 to Retailers. Help is available through ACS at www.acs.org.uk/advice/hfss-regulations.