

HOW TO DRIVE YOUR MINT SALES?

1. GET TO KNOW THE CATEGORY

WITH 1/3 ALL MINT SALES¹ SOLD THROUGH INDIE AND SYMBOL STORES IT IS A KEY FOCUS AREA



HIGH IMPULSE PURCHASING
4X¹ MORE THAN OTHER
CATEGORIES²



OLDER DEMOGRAPHIC THAT
MATCHES THE PROFILE OF
CONVENIENCE SHOPPERS



MINTS ARE CONSUMED TO REFRESH
AND LAST LONGER THAN GUM - SO
HIGHLIGHTING BOTH IS KEY

2. TAKE A FRESH APPROACH TO MINTS

WITH HIGH IMPULSE PURCHASING, IN-STORE VISIBILITY IS KEY.

MERCHANDISE AT THE TILL AREA

EVERY SHOPPER VISITS HERE SO IT'S THE BEST
LOCATION TO DRIVE IMPULSE SINGLE SALES



Gum	
Mint Singles	
Adult Sugar Singles	
Chocolate Singles	Medicated

STOCK THE BEST SELLERS

TOP SELLING MINT SINGLES IN INDEPENDENT
AND SYMBOL STORES⁴



1. 2. 3. 4. 5. 6.

PLACE MINTS NEXT TO COFFEE MACHINES AND IN FOOD-TO-GO

**#1 REASON FOR PURCHASING MINTS IS TO REFRESH
BREATH - THIS IS KEY AFTER COFFEE AND MEALS**



COFFEE & MINTS BOTH OVER INDEX IN 'MORNING BREAK' AND 'AFTERNOON TREAT' OCCASIONS⁵

¹NIelsen, INDEPENDENT AND SYMBOL STORES VERSUS TOTAL MARKET, 08/10/2022;

²MDLZ REFRESHMENT UGA STUDY UK JUNE 2019; ³LUMINA, CTP, INDEPENDENTS AND SYMBOL STORES;

⁴NIelsen, INDIE AND SYMBOL STORES, COMBI ROS AND VALUE RANKING, 08/10/2022;

⁵MDLZ CATEGORY DEMAND SPACES 52 W/E 19TH APRIL 2021

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