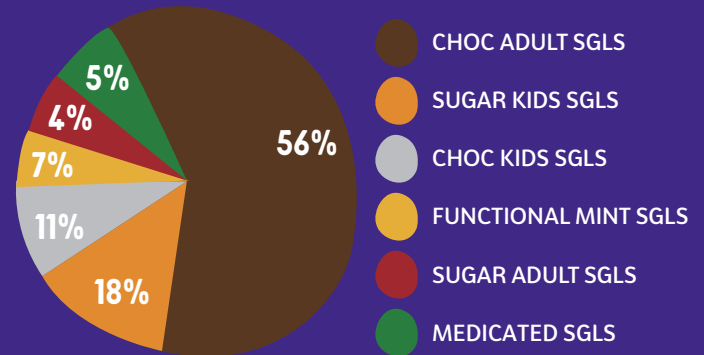


HOW TO DRIVE CHOCOLATE BAR SALES

With on-the-go Missions increasing in Convenience it is important to re-focus on your singles range. Here are some top tips to support you on best selling ranges and what to focus on to drive your sales.

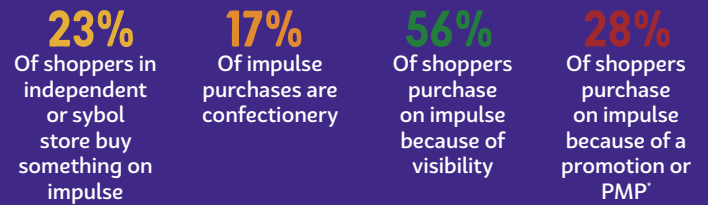
PERFECT YOUR DISPLAY

Singles Sales make up over 1/3 total confectionery sales in Independent and Symbol stores* so it's a key area in store!!! Make sure you have the right category split on your display.



SINGLES ARE HIGHLY IMPULSIVE* – SO MAKE THEM UNMISSABLE IN STORE!

I&S* SOURCE (LUMINA, CTP 2020)



- Solid Bars** **Bags**
- Group packs together
 
 - Group brands together

- Colours help shoppers pick their favourite brands
- Put your best sellers in the best location and double face them

STOCK THE BEST SELLERS! TOP 10 SINGLES IN INDEPENDENT AND SYMBOLS** 5 OUT OF THE TOP 10 ARE CADBURY!

RANK PRODUCT



SINGLE BAR SHOPPER FACTS AND TOP TIPS:

16% singles are bought on a food-to-go mission.***

TIP: To drive impulse purchasing, position singles near food/coffee.

Younger shoppers are buying more chocolate singles and have a higher basket spend.***

TIP: Make sure you stock the latest products to attract them.

Brand is the most important reason for singles purchasing.***

TIP: Make sure you have enough stock of the best sellers.

Promotional purchasing is growing in convenience.***

TIP: Clearly signpost offers and consider PMPs.

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

*Lumina, CTP, 2022 **Nielsen, I&S, 52 Weeks, 08.10.2022 ***Lumina, CTP, 2022