

On-The-Go Biscuits are worth £26.8m in Independent and Symbol stores* and are a key driver of growth adding £4.2m in sales (+16%) vs YA.

ON-THE-GO SHOPPER

YOUNGER AND MORE AFFLUENT

WILLING TO PAY MORE

OTG BISCUITS DRIVE TRADE UP THROUGH HIGHER £/KG

LEAD BUSY LIVES

LOOKING FOR A MEAL BRIDGE

WHILE ENJOYING SUSTAINABLE AND MINDFUL SNACKING

VALUE IS INCREASINGLY IMPORTANT AS SHOPPERS SWITCH AWAY FROM OTG DUE TO RISING COSTS. CLEAR SIGNPOSTING OF LINKED DEALS IS KEY

WHY FOCUS ON HEALTHY

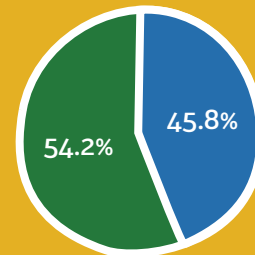
belVita

GRENADE®

#1 HEALTHY BRAND

#1 PROTEIN BAR

OTG BISCUITS VALUE SHARE*



■ Healthier Biscuits ■ All Other Segments

In order to win in on the go you need to win in Healthy Biscuits which makes up £14.3m in I&S (+£1.1m/+8%) and represents 54.2% share of total OTG.

MERCHANDISING TOP TIPS

Healthy singles can be placed in 4 different parts of store

MAIN FIXTURE

CHECKOUT

IN QUEUE

FOS/FOOD TO GO

BREAKFAST IS THE FASTEST GROWING PART OF THE DAY***

44% OF BREAKFAST MISSIONS PURCHASED A HOT DRINK - OPPORTUNITY FOR LINK DEAL WITH OTG BISCUITS

STOCK THE BEST SELLERS****

TOP 10 TAKE HOME BISCUITS IN INDEPENDENT AND SYMBOL STORES



* Source: Nielsen, Independent and Symbol Stores, 52 Weeks, 05.11.2022

** Source: IGD Shopper Vista Food-To-Go Q3 2022 Update

***Source: Nielsen, Independent and Symbol Stores, Value Rankings, 52 Weeks, 05.11.2022