BISCUITS

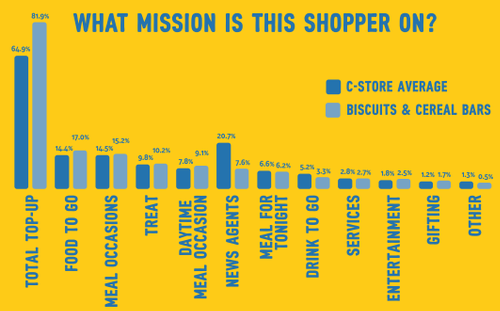
HOW TO DRIVE TAKE HOME BISCUITS SALES

Mondelēz International
SNACKING MADE RIGHT

Take Home Biscuits are worth £167m in Independent and Symbol stores and are the heartland of biscuits in I&S making up 88% of sales.*

UNDERSTANDING THE SHOPPER**

WHAT MISSION IS THIS SHOPPER ON?



Top-up is the primary mission for Biscuits shoppers (81.9%) and is far more significant for biscuits than other C-Store categories.

VALUE IS KEY**

% OF SHOPPERS WHO BOUGHT ON...

PROMOTION	20.1%
IMPULSE	28.2%
PMP	17.1%

Value is important for these shoppers, highlight in 'Value Areas' & utilise PMP where possible.

DRIVING SHOPPER PURCHASE*

EVERYDAY BISCUITS

EVERYDAY TREATS

Win & prioritise the Everyday Biscuits Segments, Everyday Treats & Everyday Biscuits are over 60% of Total Take Home Sales.

FOCUS ON HEALTHY ***

belVita

#1 HEALTHY BRAND

#1 BRAND POWER HEALTHY SEGMENT

84% of shoppers count 'Healthy' as an attribute that regularly impacts their snacking choices (compared to 80% in 2020).†

MERCHANDISING TOP TIPS

1 PRINCIPLES

1. SEGMENT BY SWEET AND SAVOURY
2. BLOCK BY SEGMENT
3. BEST SELLERS ON BEST SHELVES
4. BRAND BLOCK
5. ALIGN SPACE TO SHARE TO SALES

2 PLANOGRAM

STOCK THE BEST SELLERS****

TOP 10 TAKE HOME BISCUITS IN INDEPENDENT AND SYMBOL STORES

1.

2.

3.

4.

5.

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7.

8.

9.

10.

* Source: Nielsen, Independent and Symbol Stores, 52 Weeks, 05.11.2022
** Source: Mondelez UK Bakery Category Vision August 2021 Trends
*** Source: Lumina Intelligence CTP (12/01/22)
****Source: Nielsen, Independent and Symbol Stores, Value Rankings, 52 Weeks, 06.11.2021
† Mondelez State of Snacking Report 2021

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