

**Grocery price inflation continues to fall and consumer sentiment sees improvements as it steps forwards, despite this consumers are still looking to cut back**

- Consumer confidence recovers further in April reaching -19 (GfK/Retail Week, May 2024)
- Three-quarters of shoppers want to spend less on their weekly shop. Other tactics used by customers include avoiding impulse buys at the checkout and stockpiling their go to products when on offer (Barclays consumer spending report, 2024).
- Grocery price inflation has fallen to 3.2% over the four weeks to 14 April, marking the fourteenth monthly drop in a row, according to our new figures. Overall take-home grocery sales rose by 3.3% this month. (Kantar, April 2024)
- Over the past decade, there's been an increase in almost all types of snacks. Consumers munched on chocolate confectionery 93 million more times in the year to June 2023 than in the twelve months to June 2013. 314 million more pieces of fruit were eaten between meals in 2023 than in 2013. (Kantar, April 2024)
- A quarter of Brits by food from a local shop about once a week (Food Standards Agency, ACS, May 2024)
- Retail spend in the FMCG category hit £50.2bn in the first quarter of this year. NIQ attributes this to slowing food inflation, prompting the first positive volume growth since 2021. (NIQ, ACS, 2024)

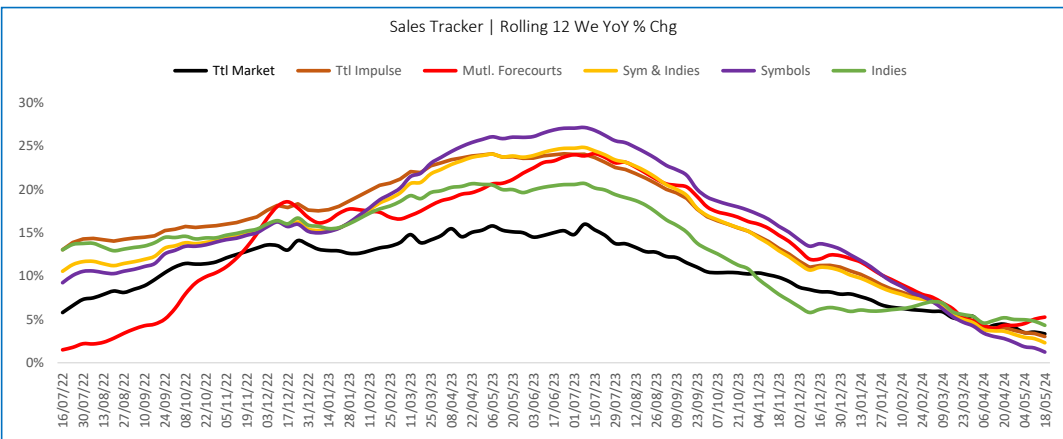
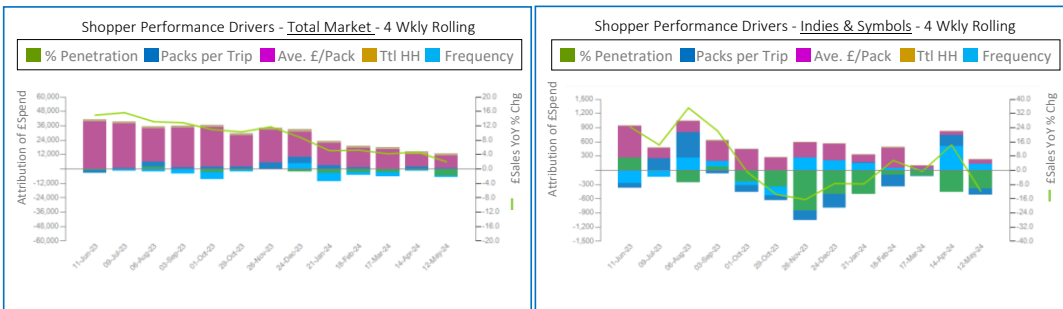
**Summary**

- At a Total Market level Bagged Snacks continue to see units declines soften with units broadly flat in L12w YoY. This softening is seen as high grocery inflation slows.
- Impulse channel see £/unit at a higher growth YoY vs Total Market but continuing to soften. Though units remain in declines across all channels L12w sales see YoY growth driven by price.
- Forecourts +5.3%, Independents +4.3% & the High Street +4.6% see strongest growth YoY in the Impulse channel growing ahead of Total Impulse +3.0%.

	Lstst MAT						Lstst 12 Wks					
	Sales £m	YoY % Chg	Units 000s	YoY % Chg	£/Unit	YoY % Chg	Sales £m	YoY % Chg	Units 000s	YoY % Chg	£/Unit	YoY % Chg
Ttl Market	£4,378	8.0%	2,908,134	-1.5%	£1.51	9.6%	£1,006	3.3%	670,123	-0.1%	£1.50	3.5%
Ttl Convenience	£1,647	9.1%	1,249,611	-2.4%	£1.32	11.8%	£386	2.9%	290,146	-1.7%	£1.33	4.6%
Ttl Impulse	£898	11.2%	724,775	-2.9%	£1.24	14.5%	£211	3.0%	167,911	-3.2%	£1.26	6.4%
Mult. Impulse	£674	12.0%	538,310	-1.5%	£1.25	13.7%	£157	2.6%	123,629	-3.6%	£1.27	6.5%
Mult. Forecourts	£118	12.5%	89,401	-0.5%	£1.32	13.1%	£27	5.3%	20,207	-2.5%	£1.36	7.9%
Sym & Indies	£644	11.1%	533,359	-3.3%	£1.21	14.8%	£152	2.3%	124,681	-3.2%	£1.22	5.7%
Symbols	£420	12.1%	346,894	-1.3%	£1.21	13.6%	£98	1.2%	80,399	-3.9%	£1.22	5.3%
Indies	£224	9.1%	186,464	-6.7%	£1.20	16.9%	£54	4.3%	44,282	-2.0%	£1.22	6.4%
High Street	£136	11.0%	102,016	-3.1%	£1.33	14.7%	£32	4.6%	23,023	-3.9%	£1.37	8.8%

Total Market: Grocery Multiples+Total Impulse | Total Convenience: Total Impulse+Grocery Convenience (Tesco Express, Sainsbury Local+Coops)

Total Impulse: Multiple Impulse (Multiple Forecourts (excl. Grocery Forecourts e.g. Tesco), Symbols + High Street (WHSmith, Wilkinsons, Boots etc)) + Independents





**Total Coverage (Total Impulse + Total Grocery)**

**Channel**

• Total Market sees sales slow from +8.0% MAT to +3.3% L12 driven by increasing unit declines YoY as cost of living impacts market performance with consumers looking to cut back and trade down.

**Segment**

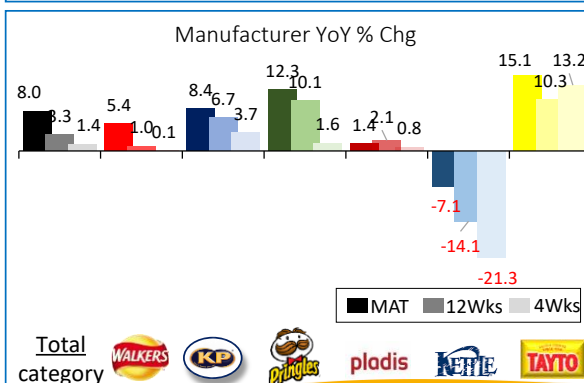
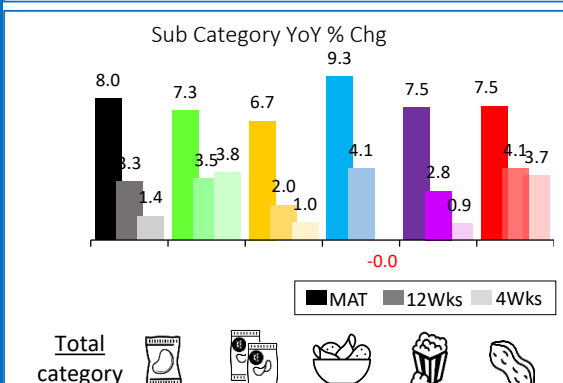
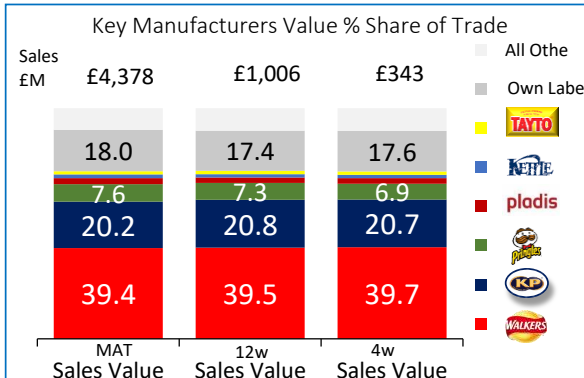
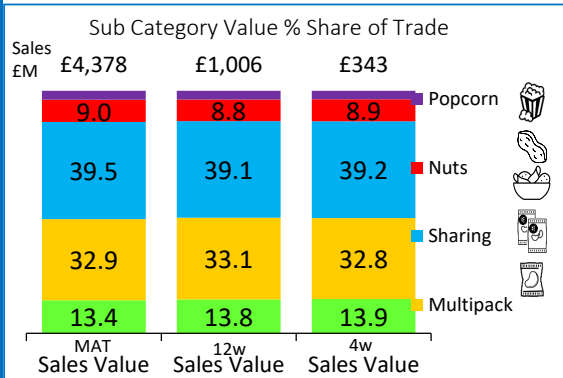
- All segments remain in growth across all time frames. Though as we lap a strong year of growth we see this sales performance soften across the board in more recent periods.
- Handypacks grow just ahead of the Total Category in L12w with sales +3.5% having grown just behind on a MAT level.
- Multipacks remain the second largest segment taking around a third of sales, in L12w growth falls just behind Total Category at +2.0%.
- Sharing, the largest segment taking almost 40% of sales, sees sales ahead of Total Category in both MAT +9.3% and L12w +4.1% reads.
- Popcorn sees sales just behind that of the Total Category across all time periods
- Nuts share is at almost 9% of the Bagged Snacks category. MAT sales are behind though in the latest 12w nuts outperform Category growth +4.1%.

**Manufacturer**

- KP Snacks' sales growth is ahead of Total Category growth across all time frames, with share almost at 21% of the category.
- Walkers see sales behind Total Category across all time frames.
- Pringles and Tayto both see growth ahead of the Total Category across all reads.
- Pladis sees soft YoY growth following declines LY. Kettle continues to see declines continue and accelerate in more recent periods.

Top 10 Brands By Sub Category in Growth	MAT	MAT
	Sales £000s	Act Chg £000s
Ranked on Act £Sales Growth Last MAT		
1 Pringles   Sharing	£307,131	£45,369
2 Private Label   Sharing	£596,279	£43,231
3 Private Label   Multipack	£138,333	£12,523
4 Walkers Max Crisps   Sharing	£26,063	£11,170
5 Quavers   Multipack	£72,887	£9,333
6 Hula Hoops Big Hoops   Handypack	£47,157	£8,878
7 Hula Hoops   Multipack	£105,471	£8,592
8 Mccoys Crisps   Handypack	£62,607	£7,059
9 Doritos   Sharing	£175,365	£6,866
10 Walkers Crisps   Multipack	£371,262	£6,368

Bottom 10 Brands By Sub Category in Decline	MAT	MAT
	Sales £000s	Act Chg £000s
Ranked on Act £Sales Decline Last MAT		
1 Pringles Sizzl'N   Sharing	£5,832	£-8,016
2 Hula Hoops Flavourings   Sharing	£7	£-3,166
3 Doritos Stax   Sharing	£16	£-2,822
4 Walkers Max Strong Crisps   Sharing	£19,040	£-2,768
5 Mackies Crisps   Sharing	£679	£-2,721
6 Happy Shopper Popcorn   Handypack	£397	£-2,485
7 Kettle Bread Bites   Sharing	£400	£-2,442
8 Doritos Dippers   Sharing	£11,625	£-2,267
9 Cheetos   Multipack	£6,076	£-2,265
10 Quaker Snack A Jacks Crispy   Multipack	£9,721	£-2,110





**Total Convenience (Total Impulse + Grocery Convenience)**

**Channel**

- Total Convenience remains in growth ahead of the Market +9.1% vs +8.0% MAT, though sees growth just behind in L12w.
- £/unit grows slows to +4.6% L12w but remains greater than that seen at a total level in this channel.

**Segment**

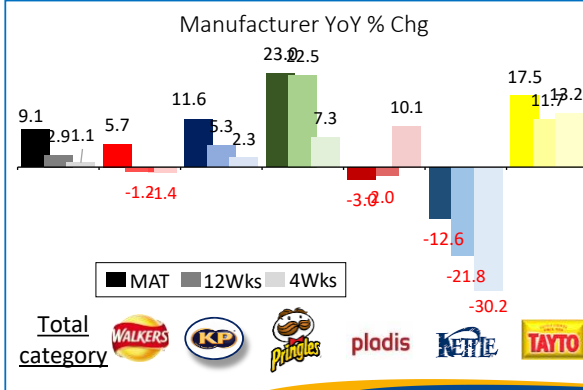
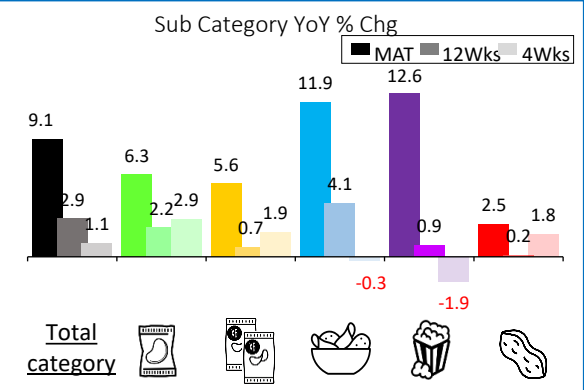
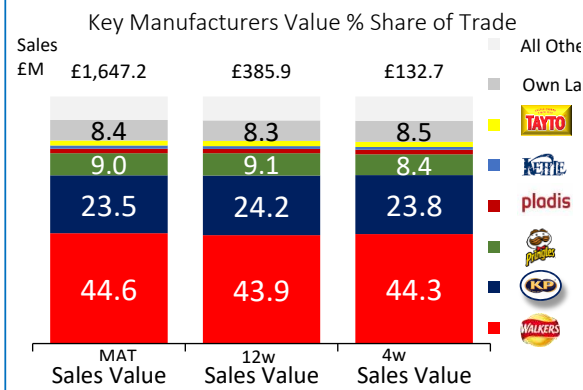
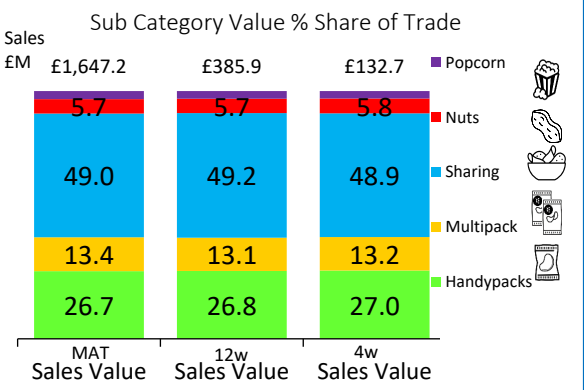
- The Convenience channel has seen sales slow in latest 12w to +2.9%, with Sharing the only category to grow ahead.
- Handypacks sees sales behind the Total Category in MAT and L12w with share of just under 27% of Bagged Snacks sales.
- Sharing grows ahead of the Total Category in MAT and 12w reads and takes almost 50% of Convenience Bagged Snacks sales.
- Popcorn saw the strongest YoY growth MAT but performance slows in recent periods.
- Nuts have almost 6% share of Bagged Snacks but sales growth underperforms vs other segments.

**Manufacturer**

- KP sees sales outperformance vs the Total Category across all time frames. Taking 24.2% share of sales in L12w.
- Walkers see performance behind the Category and in L12w see sales move into declines with share moving just below 44% in L12w.
- Pringles see significant double digit sales growth YoY outgrowing the category in all reads with share reaching 9% in L12w.
- Pladis and Kettle see underperformance vs the category, with Pladis seeing softer declines and growth in L4w but Kettle remaining in declines.

Top 10 Brands By Sub Category in Growth	MAT	MAT
	Sales £000s	Act Chg £000s
Ranked on Act £Sales Growth Last MAT		
1 Pringles   Sharing	£136,402	£32,202
2 Private Label   Sharing	£127,350	£12,411
3 Hula Hoops Big Hoops   Handypack	£36,002	£7,385
4 Doritos   Sharing	£99,099	£6,110
5 Walkers Max Crisps   Sharing	£16,605	£5,877
6 Hula Hoops Big Hoops   Sharing	£31,076	£5,718
7 Mccoys Crisps   Handypack	£47,718	£4,251
8 Jacobs Crinklys   Sharing	£4,045	£3,812
9 Doritos   Handypack	£21,897	£3,494
10 Hula Hoops   Multipack	£22,550	£3,387

Bottom 10 Brands By Sub Category in Decline	MAT	MAT
	Sales £000s	Act Chg £000s
Ranked on Act £Sales Decline Last MAT		
1 Pringles Sizzl'N   Sharing	£950	-\$3,482
2 Jacobs Baked Crinklys   Sharing	£1,001	-\$2,821
3 Walkers Max Strong Crisps   Sharing	£8,865	-\$2,743
4 Happy Shopper Popcorn   Handypack	£397	-\$2,485
5 Cheetos Twisted   Sharing	£9,134	-\$1,935
6 Happy Shopper Peanuts   Handypack	£158	-\$1,615
7 Jack'S Wheels   Sharing	£144	-\$1,579
8 Kettle Chips   Sharing	£16,707	-\$1,544
9 Pringles Multigrain   Sharing	£1,223	-\$1,177
10 Walkers Max Strong Crisps   Handypack	£1,154	-\$1,074





Total Symbols

**Channel**

- Symbols saw strong MAT growth +12.1% ahead of Total Impulse growth, however performance has moved behind Total Impulse growth in L12w at +1.2% vs +3.0%.
- Alongside High Street, Symbols see the biggest unit declines YoY at -3.9%.

**Segment**

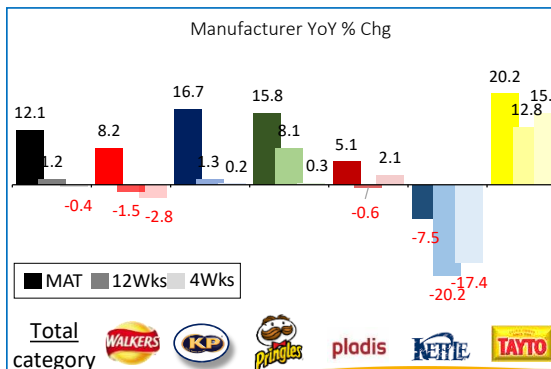
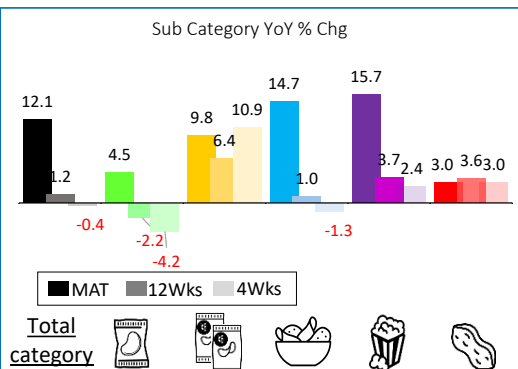
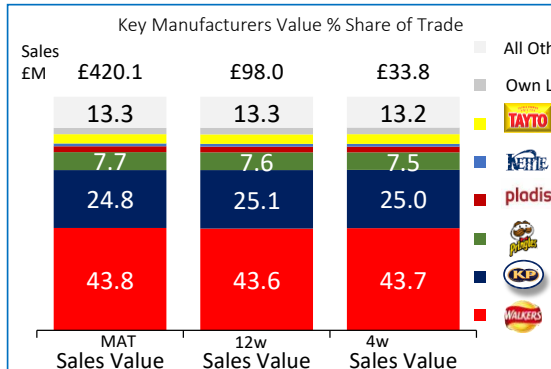
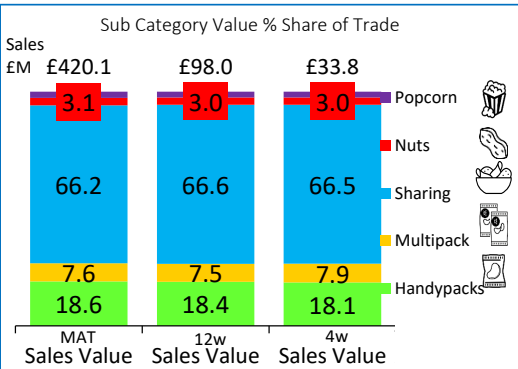
- In Symbols, Sharing continues to steal share as PMP remains a popular format in the channel. Sharing holds its share flat at almost two thirds of the category. After strong MAT performance +14.7%, sales slow in L12w +1.0% with that reflected in overall category growth at +1.2%.
- Handypacks sees sales declines in recent periods, where Sharing through PMP has grown share of Bagged Snacks the Handypacks category has lost some share to this segment in the channel.
- Multipacks see sales +6.4% in L12w ahead of the Total Category. Share remains just below 8% in L12w.
- Popcorn sees strong MAT growth slow but remain ahead of the category in recent periods.
- Nuts sees growth ahead of the category in recent period following single digit MAT growth in the channel.

**Manufacturer**

- KP grows ahead of the Total Category across all time periods, though sales slow in more recent periods.
- Walkers sees sales behind the category with growth slowing and moving into declines in L12w.
- Pringles see strong YoY growth ahead of the category in both MAT and L12w reads with share at almost 8%.
- Kettle continues to see significant declines at double digit across all time frames.

Ranked on Act £Sales Growth Last MAT	Top 10 Brands By Sub Category in Growth		
	MAT Sales £000s	MAT Act Chg £000s	
1	Pringles   Sharing	£31,669	£6,154
2	Hula Hoops Big Hoops   Sharing	£17,057	£3,634
3	Walkers Max Crisps   Sharing	£6,018	£2,248
4	Walkers Crisps   Sharing	£17,139	£2,205
5	Jacobs Crinklys   Sharing	£2,321	£2,170
6	Mccoys Crisps   Sharing	£16,404	£1,971
7	Discos   Sharing	£6,074	£1,778
8	Private Label   Sharing	£10,191	£1,401
9	Wheat Crunchies   Sharing	£2,834	£1,296
10	Walkers Crisps   Multipack	£13,249	£1,260

Ranked on Act £Sales Decline Last MAT	Bottom 10 Brands By Sub Category in Decline		
	MAT Sales £000s	MAT Act Chg £000s	
1	Jacobs Baked Crinklys   Sharing	£420	-\$1,588
2	Happy Shopper Popcorn   Handypack	£238	-\$1,500
3	Pringles   Handypack	£423	-\$1,099
4	Happy Shopper Peanuts   Handypack	£89	-\$919
5	Butterkist Popcorn   Sharing	£737	-\$856
6	Jack'S Wheels   Sharing	£81	-\$854
7	Pringles Sizzl'N   Sharing	£162	-\$671
8	Cheetos Twisted   Sharing	£5,090	-\$623
9	Happy Shopper Cashew Nuts   Handypack	£76	-\$563
10	Walkers Max Strong Crisps   Sharing	£1,784	-\$487



**Total Independents**

**Channel**

- MAT Independents saw strong double digit value growth, driven by £/unit where they saw the steepest YoY unit declines -6.7% vs Total Impulse -2.9%.
- In L12w Independents see stronger Bagged Snacks growth ahead of Total Impulse +4.3% seeing one of the softest Impulse channel unit declines -2.0%.

**Segment**

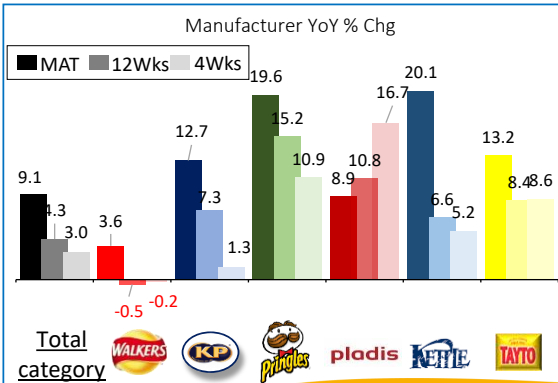
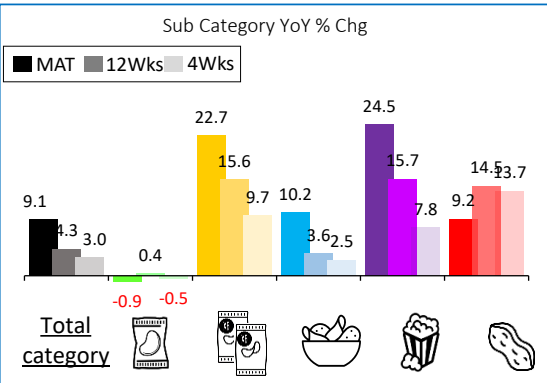
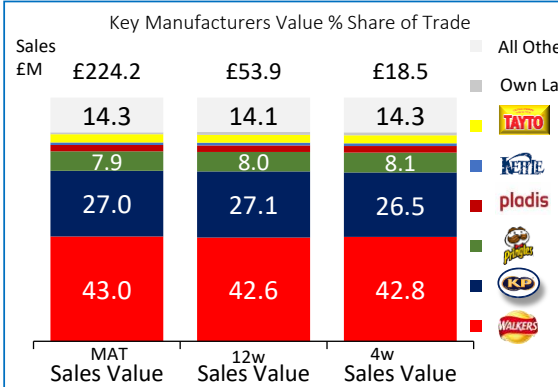
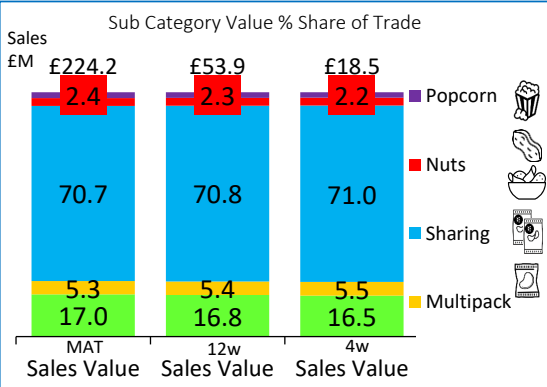
- Sharing is the largest segment in the category. PMP performs especially well as a format in this channel. Sharing sees growth ahead of the Category MAT, though falls just behind at +3.6% vs +4.3% L12w.
- Handypacks is the second largest segment with 17% share of sales MAT, as PMP performs well with retailers and consumers we see handypacks performance slow.
- Multipacks see growth across all time frames with just over 5% share of the channel.
- Popcorn and Nuts also see growth outperforming the channel with both seeing double digit growth in L12w.

**Manufacturer**

- KP Snacks sees growth ahead of the Category in both MAT and 12w reads. Taking 27% share of sales.
- Walkers sees growth behind the category moving into declines in L12w as share drops just under 43% in L12w.
- Pringles share increases to 8% in L12w and they see double digit growth and category outperformance across all time frames.
- After declines last year Kettle moves to growth, Pladis also recovers moving to growth across all time frames.
- Tayto see growth ahead in recent periods accelerating ahead of MAT growth.

Top 10 Brands By Sub Category in Growth		MAT	MAT
Ranked on Act £Sales Growth Last MAT		Sales £000s	Act Chg £000s
1	Pringles   Sharing	£17,371	£3,909
2	Hula Hoops Big Hoops   Sharing	£12,105	£2,074
3	Jacobs Crinklys   Sharing	£1,687	£1,605
4	Walkers Crisps   Multipack	£4,826	£1,336
5	Discos   Sharing	£3,796	£970
6	Walkers Max Crisps   Sharing	£3,440	£884
7	Jack'S Popcorn   Handypack	£772	£772
8	Private Label   Sharing	£1,284	£763
9	Jack'S Peanuts   Sharing	£684	£683
10	Jack'S Wheels   Handypack	£595	£595

Bottom 10 Brands By Sub Category in Decline		MAT	MAT
Ranked on Act £Sales Decline Last MAT		Sales £000s	Act Chg £000s
1	Jacobs Baked Crinklys   Sharing	£222	£-1,543
2	Happy Shopper Popcorn   Handypack	£156	£-968
3	Pringles   Handypack	£324	£-823
4	Cheetos Twisted   Sharing	£3,294	£-801
5	Walkers Crisps   Handypack	£10,392	£-673
6	Happy Shopper Peanuts   Handypack	£68	£-670
7	Jack'S Wheels   Sharing	£51	£-639
8	Butterkist Popcorn   Sharing	£340	£-417
9	Happy Shopper Cashew Nuts   Handypack	£52	£-377
10	Space Raiders   Sharing	£2,656	£-344





**Multiple Forecourts**

**Channel**

•Across both MAT and 12w reads Forecourts see some of the strongest growth against both Impulse and the Total Market. It has been a more resilient channel to the price rises seen as it has had a lesser impact on unit decline vs the rest of the market.

**Segments**

- Handypacks are the biggest segment in the category at almost two thirds of category sales. Growth is just behind that of total category across MAT +10.6% and L12w +3.4%.
- Sharing, the second largest segment, sees sales just ahead of the category across MAT and 12w reads and takes around 23% share.
- Multipacks see a small share of this channel at under 2% of Bagged Snacks sales, yet they see outperformance across all time frames.
- Popcorn sees growth just behind in MAT and 12w reads, with share dropping back slightly to 2.2% in L12w.

**Manufacturer**

- KP Snacks sees over 30% share of the channel in L12w, and continues to see growth outperforming that seen in the total category across all time frames.
- Walkers takes almost 50% of category sales in L12w but sees sales flat YoY. Underperforming vs the category across all time frames.
- Pringles sees just over 6% share of Bagged Snacks and double digit growth ahead of the category across all time frames.
- Pladis and Kettle continue to see underperformance vs the category in this channel, with Kettle seeing double digit declines across all time frames.

Top 10 Brands By Sub Category in Growth		
	MAT Sales £000s	MAT Act Chg £000s
Ranked on Act £Sales Growth Last MAT		
1 Wotsits Giants   Sharing	£1,812	£1,039
2 Doritos   Handypack	£2,695	£689
3 Doritos   Sharing	£4,960	£546
4 Wotsits Crunchy   Sharing	£532	£532
5 Jack Link'S Beef Jerky   Handypack	£985	£407
6 Handypack   8467327.389	£2,249	£406
7 Kp Flavour Kravers   Sharing	£346	£345
8 Proper Corn Popcorn   Sharing	£726	£327
9 Handypack   2124979.414	£605	£277
10 Mr Porky Pork Scratchings   Handypack	£576	£247

Bottom 10 Brands By Sub Category in Decline		
	MAT Sales £000s	MAT Act Chg £000s
Ranked on Act £Sales Decline Last MAT		
1 Doritos Stax   Sharing	£40	£-283
2 Mccoys Muchos   Sharing	£26	£-276
3 Handypack   19804589.103	£4,284	£-201
4 Wild West Beef Jerky   Handypack	£15	£-197
5 Kp Krunch Mix   Sharing	£2	£-137
6 Handypack   2838079.712	£530	£-115
7 Private Label   Sharing	£848	£-106
8 Metcalfes Popcorn   Sharing	£91	£-100
9 Sharing   2041725.774	£434	£-99
10 Metcalfes Skinny Popcorn   Handypack	£61	£-89

