



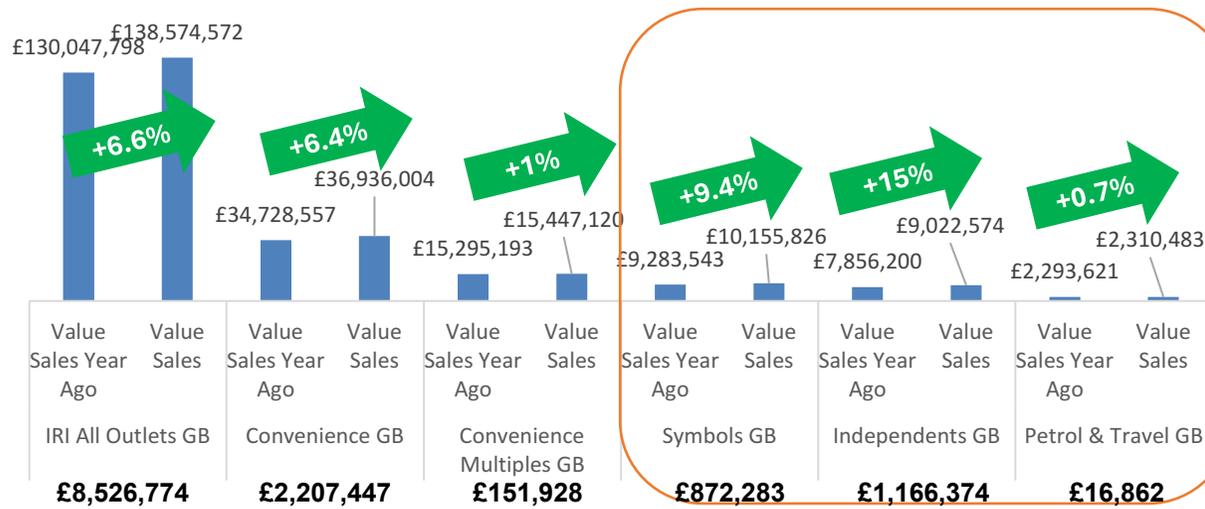
# QMS&S



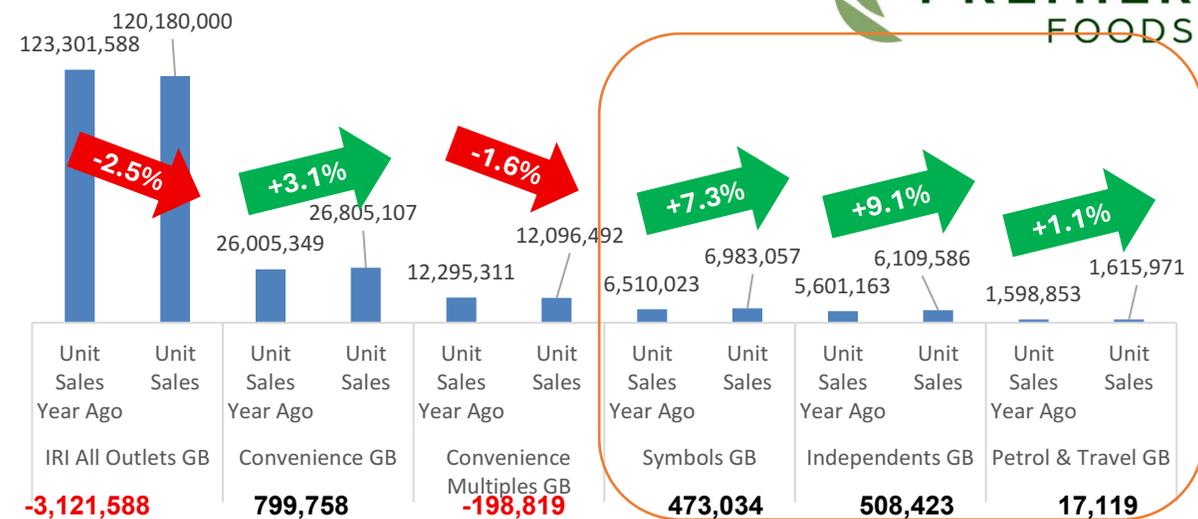
# QMS: Category breakdown.



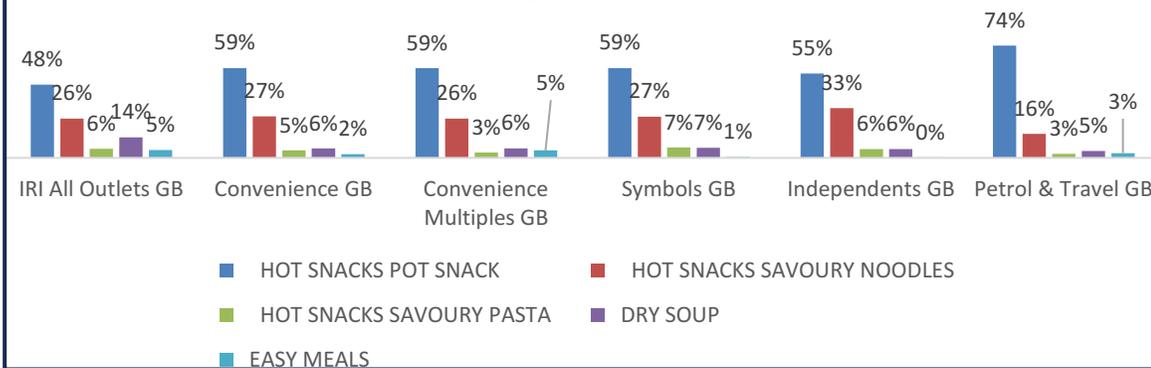
QMS&S- 12WK VALUE CHANGE YOY



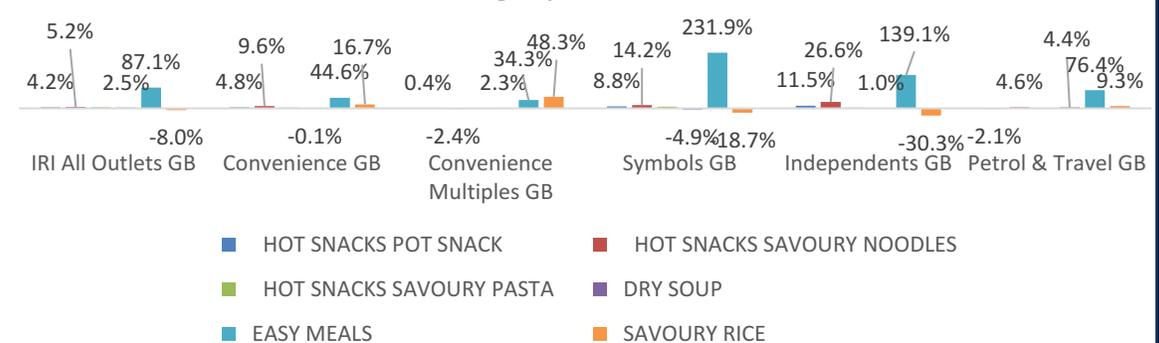
QMS 12WK VOLUME CHANGE YOY



Sub Category Value Share



Sub Category % Value Growth



**Independents are out performing the market with growth driven by World Foods noodle packets & pots. Authentic pots +2.5% YoY in Symbols & Independents. Penetration -8.5% S&I vs 1.1% growth in the market.**

# 2025/ 2026 – State of the Nation



## **The Quick Meals and Soup category is declining vs LY\***

Quick Meals (incl.WF) Value -3.6% vs LY (although is +25.7% vs 3 YA),  
whereas Units is -6.4% vs LY

Soup Value -8.5% vs LY and Units -10.5% vs LY

**52 w/e July 2024 was the strongest year in L5Y (Value across QMS&S)**



## **Microwaveable continues to make waves!**

Core QMS space and NPD # is decreasing, with the new kid on the block taking priority. New suppliers and brands are entering the category, including Mars (with deep pockets) and now Heinz



## **World Food continues to grow...**

New Brands are entering into World Foods/ Existing brands are expanding their portfolio, with Korean trends becoming the most common (and of course, Unilever launching Namdong into main fixture)

<sup>(3)</sup> Food To Go is one of the most important missions in the convenience channel.

<sup>(2)</sup> Inclusion of Snack Meals in Food to Go provides an opportunity to grow penetration & frequency

<sup>(2)</sup> Lunch is 65% of pot snack occasions

<sup>(1)</sup> Authentic noodle pots are worth over £18m in the convenience channel alone and world food noodle packets are worth over £26m!

<sup>(1)</sup> The Easy Meal Pouches sector has doubled in value in the last year!

<sup>(2)</sup> **57%** of Quick Meals shoppers are 16 - 44

<sup>(2)</sup> Back to Routine is a key event for snack meals and there is an opportunity to drive trial to drive repeat purchases and penetration.

<sup>(1)</sup> Cup Soup is worth over £7m in the convenience channel and Batchelors is the #1 brand in Cup Soup!

(1) Circana – Convenience GB – Quick Meals, Snacks & Soup – 52wk Value Sales Jan 2025

(2) Kantar QPO – QMS – 2024/2025

(3) Lumina Intelligence Convenience tracking program 2025

# Quick meals & snacks



## THE OPPORTUNITY

### Value of the category

The Quick meals and snacks category is worth £145m in the convenience market alone.



### Lunch is a key occasion

With 51% of consumption falling between 12pm and 2pm.



### Stock the right format

The pot format is particularly important in convenience worth 60% of sales.



## GROW YOUR SALES

### Stock the key brands

Stock the key brands and brand block to hero the category.

### Segment the fixture

By core range, authentic and mirco which cater to different shoppers.

### Lunch is a key mission

Highlight lunch as a key mission for the category.

### Maximise on events

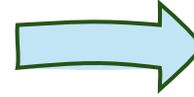
Events like Back to school in September for pots and January Health for cup a soup can be key.

# So what can S&I retailers do?

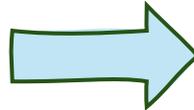


## INSIGHTS

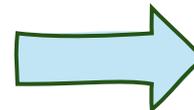
Pot snacks is the largest sub category in QMS and the S&I channel is out performing the convenience channel & Total Market



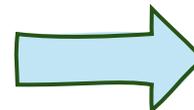
Back to school and other events such as soup season are a driver of sales in the QMS channel



Volume sales in total market is helped by mults offers/loyalty card prices



Shoppers want more authentic flavours and authentic QMS is growing significantly in the S&I channel and is expected to grow +14%



## ACTIONS

Ensure the correct range of pot snacks and the correct split between noodle, pasta & rice pots. Make sure your pot snacks range is the largest of your QMS ranges.

Create as much excitement in store around brand activation as possible, using POS to drive sales

Offer attractive pricing through PMP to draw in younger, value conscious shoppers. This is the demographic buying into QMS.

Ensure we are listing the correct range of authentic QMS&S SKU's, offering a variety of flavours as younger shoppers seek more authentic and spicier flavours.

# Minimum Credible Range for Convenience

| BRAND      | PRODUCT DESCRIPTION                                     | 4 Shelf | 3 Shelf | 2 Shelf | 1 Shelf |
|------------|---|---------|---------|---------|---------|
| Batchelors | Batchelors Supernoodles Chicken 90g                     | Y       | Y       | Y       | Y       |
| Batchelors | Batchelors Pasta 'n Sauce Cheese & Broccoli 99g         | Y       | Y       | Y       | Y       |
| Nissin     | Nissin Soba Cup Classic 90g                             | Y       | Y       | Y       | Y       |
| Pot Noodle | Pot Noodle King Pot Chicken & Mushroom 114g             | Y       | Y       | Y       | Y       |
| Pot Noodle | Pot Noodle King Pot Beef & Tomato 114g                  | Y       | Y       | Y       | Y       |
| Batchelors | BATCHELORS SUPER RICE GOLDEN VEGETABLE SAVOURY 90 GR    | y       | y       | y       | y       |
| Bens       | BENS ORIGINAL STREET FOOD CHOW MEIN STYLE 250 GR        | y       | y       | y       | y       |
| Pot Noodle | KING POT NOODLE BOMBAY BAD BOY SNACK MIX NO MEAT 111 GR | y       | y       | y       |         |
| Batchelors | BATCHELORS BIG SUPER NOODLES CHICKEN POT NOODLE 100 GR  | Y       | Y       | Y       |         |
| Batchelors | Batchelors Supernoodles BBQ 90g                         | Y       | Y       | Y       |         |
| Batchelors | Batchelors Pasta 'n Sauce Chicken & Mushroom 99g        | Y       | Y       | Y       |         |
| Nissin     | Nissin Soba Cup Chilli 92g                              | Y       | Y       | Y       |         |
| Nissin     | Nissin Soba Block Classic 109g                          | Y       | Y       | Y       |         |
| Pot Noodle | Pot Noodle King Original Curry 114g                     | Y       | Y       | Y       |         |
| Heinz      | Heinz Cream Of Tomato Cup Soup 4pk 88G                  | Y       | Y       | Y       |         |
| Batchelors | Batchelors Supernoodles Curry 90g                       | Y       | Y       |         |         |
| Batchelors | Batchelors Cup A Soup Creamy Potato & Leek 4S 107g      | Y       | Y       |         |         |
| Batchelors | Batchelors Pasta 'n Sauce Pot Cheese & Broccoli 65g     | Y       |         |         |         |
| Batchelors | Batchelors Pasta 'n Sauce Mac 'n Cheese 99g             | Y       |         |         |         |
| Batchelors | Batchelors Cup A Soup Special Chicken & Vegetable 110G  | Y       |         |         |         |
| Nissin     | NISSIN SOBA YAKITORI CHICKEN POT NOODLE 89 GR           | Y       |         |         |         |
| Dolmio     | DOLMIO CLASSICS RIGTN BLGNS 250 GR                      | y       |         |         |         |
| Dolmio     | DOLMIO CLASSICS FUSILLI CARBONARA 250 GR                | y       |         |         |         |
| Itsu       | ITSU CHICK N RAMEN POT NOODLE NO MEAT 64 GR             | y       |         |         |         |
| Itsu       | ITSU SATAY POT NOODLE MEATLESS 64 GR                    | y       |         |         |         |
| Nissin     | NISSIN SOBA CHILLI INSTANT NOODLE PLASTIC PACKET 111 GR | y       |         |         |         |
| Nissin     | NISSIN CUP NOODLES TERIYAKI CHICKEN POT NOODLE 70 GR    | y       |         |         |         |
| Nissin     | NISSIN CUP NOODLES KAISEN SEAFOOD POT NOODLE 75 GR      | y       |         |         |         |
| Pot Noodle | POT NOODLE KING STICKY RIB MEAT 114 GR                  | y       |         |         |         |

## MUST STOCK SKU'S



# Planograms & support for retailers

[30889\\_001\\_PREMIER\\_FOODS\\_PLANOGRAMS\\_2023\\_V4.indd](#)



For more information visit  
[www.grocerypartners.co.uk](http://www.grocerypartners.co.uk)

