



Category Insight – QMS&S



QUICK MEALS, SNACKS & SOUPS

THE QUICK MEALS AND SNACKS CATEGORY IS WORTH £127M IN THE CONVENIENCE CHANNEL AND IS GROWING +27.5% YOY



57% of snack meal shoppers are 16 - 44

Total Soup category is worth over **£380M**

Authentic pots sales have increased by £21m over the last 5 years.

Pot Snacks account for 66% of the QMS&S category

Noodle blocks account for 28% of the QMS&S category

Authentic cuisine is expected to grow +14% by 2029.
65% of consumers are eating spicier food today VS YA.

52.9% of Pot snacks purchased are branded.

Symbols and Independents are seeing the most value growth in Pot Snacks at **+5.8% YoY.**

PREMIER FOODS ARE #1 IN QUICK MEALS SOUPS AND SNACKS



*Leaders in pack
NOODLE, RICE, PASTA &
DRY SOUP*



NISSIN IS
#1 AUTHENTIC QMS&S



#1 INDIAN BRAND IN
INDEPENDENT
RETAILERS



#1 GRANOLA BRAND IN
THE UK! HIGH PROTEIN
SNACK MEALS

QUICK MEALS, SNACKS & SOUPS

THE QUICK MEALS AND SNACKS CATEGORY IS WORTH £127M IN THE CONVENIENCE CHANNEL AND IS GROWING +27.5% YOY



22% of instant soup occasions are consumed for health

Pasta makes up over 2.2bn occasions each year, but consumers want more convenient choices

Hot lunch occasions are up +29% vs LY

AUTHENTIC NOODLE BAGS MARKET RSV £8m

Authentic pots sales have increased by £21m over the last 5 years.

Authentic is the 8th Biggest meal occasion in UK

Authenticity is the second most important factor to QMS Shoppers after price.

Protein based snacks are on the rise but limited savory options.

23% of authentic pots are curry

Nissin is the #1 brand in Japan



Japan Week...

CELEBRATING CHERRY BLOSSOM SEASON WITH JAPAN'S #1 NOODLE BRAND



sakura, or cherry blossom season is the biggest cultural event in the Japanese calendar and is recognised around the world

WITH OVER 40% OF SHOPPERS seeking authenticity when exploring global cuisines



as Japan's #1 noodle brand, Nissin is uniquely positioned to create an event



A FAMILY OF NATION FAVOURITES, GENERATING £155M RETAIL VALUE



SOUPS



QUICK MEALS



43% PENETRATION

12 MILLION HOUSEHOLDS
HAVE BROUGHT BATCHELORS IN THE LAST YEAR



>145 MILLION UNITS IN UK

SOLD EVERY YEAR
ACROSS GROCERY MULTIPLES, HIGH STREET DISCOUNTER,
WHOLESALE & FOOD SERVICE

**A BROAD-BASED AUDIENCE WITH A SIGNIFICANT OVER-INDEX ON
FAMILIES & YOUNGER CONSUMERS**

M/F 16-44 B,C,D

**PRE-FAMILY &
FAMILY W/ CHILDREN**



Biggest media spend
38% SHARE OF VOICE OF QUICK MEALS



NISSIN IS THE FASTEST GROWING AUTHENTIC BRAND IN THE L5Y & BIGGEST NPD IN THE SECTOR

**1.2BN EAST
ASIAN MEALS
EACH YEAR**

+8% YOY

8th Biggest meal
occasion in UK

+14% Growth by 2029

**QMS&S
AUTHENTIC
£79M**

+7% YOY | +77% L5Y

Authentic is 14%
share of QMS&S

So Much Headroom

**NISSIN IS
#1 AUTHENTIC
QMS&S**

£52M RSV | +133% L3Y

Nissin is 64%
share of Authentic

Driving Sector Growth

SO HOW can WE SUPPORT?

GET YOUR CORE RANGE RIGHT



Batchelors Super
Noodles Chicken Pot
75g



Batchelors Super
Noodles BBQ Beef Pot
75g



Batchelors Super
Noodles Chicken 90g



Batchelors Super
Noodles BBQ Beef 90g



Batchelors Super
Noodles Mild Curry 90g



Batchelors Cup A Soup
Chicken and Vegetable
110g



Batchelors Cup A Soup
Creamy Potato and
Leek 107g



Batchelors Pasta 'n'
Sauce Cheese &
Broccoli Pot 65g



Batchelors Pasta 'n'
Sauce Chicken &
Mushroom 99g



Batchelors Pasta 'n'
Sauce Cheese &
Broccoli 99g



Batchelors Pasta 'n'
Sauce Mac n Cheese
99g



Batchelors Super Rice
Golden 99g



Nissin Soba Block
Classic 109g



Nissin Soba Classic Pot
Noodle 90g



Nissin Soba Chilli Pot
Noodle 92g

Creating excitement around
events such as Japan week

- Strong portfolio of insights and data, including our own internal AAA surveys.
- Internal planogram support
- MCR & Core range leaflets and documents

GROW YOUR SALES

✓ Stock the best-selling range

48% of shoppers are on a 'top up' mission when visiting a convenience store, so make sure you've got brands that shoppers will recognise.

✓ Create disruptive displays

Use eye-catching point of sale material to capture shopper attention. Freestanding display units are a great way to disrupt the shopper and drive incremental sales.

✓ Offer the complete solution

With 1 in 5 shoppers looking for a meal this evening, provide meal ideas by ranging Cooking Sauces alongside pasta, rice or noodles.

✓ Maximise your offering

Target key calendar events - such as Chinese New Year, National Curry Week and Diwali - with our range of sauces to drive additional sales