

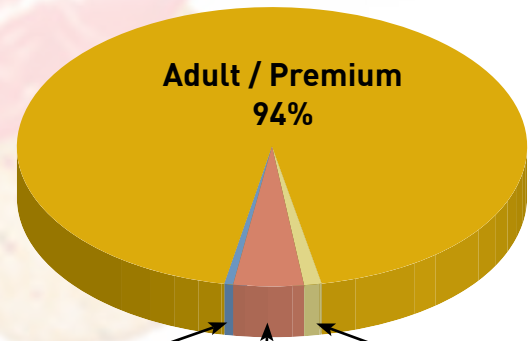
Category Healthcheck: Sharing Crisps & Snacks

The total sharing crisps market is worth £72 million in the impulse sector*

- Sharing crisps account for 16% of total impulse crisps and snacks sales (this excludes nuts and popcorn)
- Sharing crisps are growing by +9% year on year, with the Adult/Premium segment dominating and driving the sector

Key Products

P&H code	Product	Type	Check
21007	Doritos Cool Original 200g	Adult / Premium	
21013	Doritos Lightly Salted Dipping Chips 200g	Adult / Premium	
21014	Doritos Tangy Cheese 200g	Adult / Premium	
20804	Kettle Chips Balsamic Vinegar 150g	Adult / Premium	
25196	Kettle Chips Double Gloucester & Red Onion 150g	Adult / Premium	
2017	Kettle Chips Lightly Salted 150g	Adult / Premium	
49151	Kettle Chips Sea Salt & Black Pepper 150g	Adult / Premium	
48527	Pringles Original 170g	Adult / Premium	
48525	Pringles Salt & Vinegar 170g	Adult / Premium	
48526	Pringles Sour Cream & Onion 170g	Adult / Premium	
3697	Sensations Cheddar & Chutney 150g	Adult / Premium	
3699	Sensations Chicken & Thyme 150g	Adult / Premium	
3714	Sensations Sweet Chilli 150g	Adult / Premium	
48537	Walkers 6 Pack Ready Salted	Everyday	
48535	Walkers 6 Pack Variety	Everyday	



Kids 0.5% Healthier 4.3% Everyday 1.2%

AC Nielsen Total Impulse Value, 52 w/e 3rd December 2006

1m Sharing Crisps Planogram



Merchandising Tips

- Dual site in crisp section and near take home soft drinks/beer/wine, as consumption of sharing products peak in the evening

Palmer and Harvey PROFIT Principles

Promote using PoS to drive sales instore

Range – check the recommended range list to make sure you're stocking the best sellers

Out of stocks = lost sales

Focus on your display – use planograms to maximise sales

Innovate – stay up to date with the latest market trends and new products

Talk to your Palmer and Harvey sales representative to get the best advice for your store

* impulse includes independent retail outlets but excludes multiple grocers