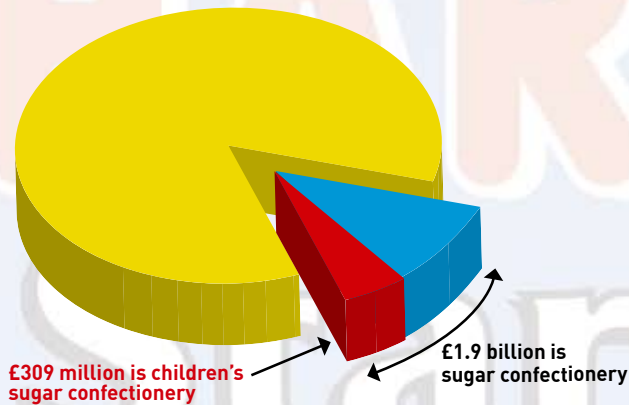
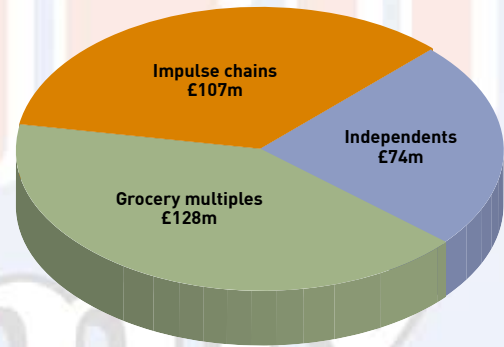


Category Healthcheck: Children's Sugar Confectionery

Total confectionery worth £5.9 billion



Total children's sugar confectionery trade segmentation



Source: AC Nielsen Latest 52wks data to Nov 06

- 43% of total confectionery is consumed by children
- 1/3 of UK households have children

Key Products

P&H code	Manufacturer	Product	Size	Check
41109	Haribo	Starmix	20g	
21110	Barratt	Flumps	7g	
27767	McLowen	Wham Chew	20g	
28528	Chupa Chup	Lollies	20g	
28527	Swizzels	Giant Refresher Bar	22g	
9753	Swizzels	Drumstick Lolly	20g	
6074	Nestle	Jelly Tots	42.5g	
21108	Barratt	Dip Dabs	23g	
7324	Barratt	Refreshers	34.2g	
49821	Golden Casket	Millions Strawberry	65g	
7782	Zed Gum	Jawbreakers Strawberry	34.2g	
43911	Swizzels	Lovehearts	37g	

Merchandising & Display

- Site products at lower level of the confectionery fixture (ie. bottom shelf)
- Maximise 'pester power' by siting products close to the till
- Stock a consistent range of top sellers
- Ensure your fixture is well maintained, fully stocked and easy to shop
- Take out slow selling lines which tie up money and space