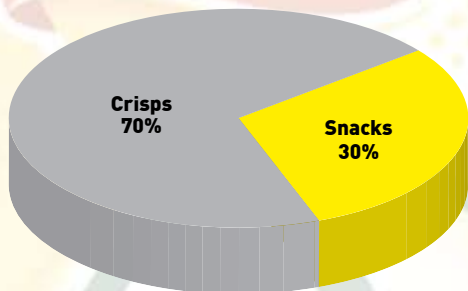


Category Healthcheck: Savoury Bagged Snacks

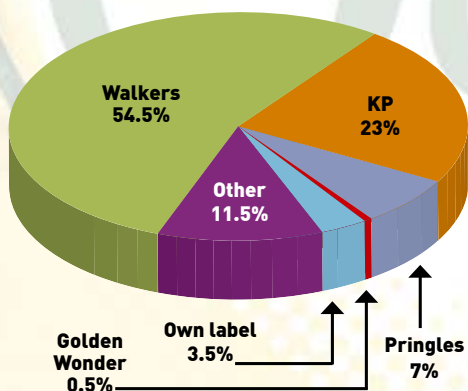
Crisps & snacks is a key category for CTNs, forecourts and convenience stores. Here we focus on snacks - worth over £490m in the impulse* sector - to help you get your share

WALKERS
Crisps & snacks total market share



IRI 52 w/e kg sales

Share of snacks by brands (convenience & impulse*)



AC Nielsen: Impulse*, 07.10.06 Value sales

P&H Top 15 snacks for CTN/convenience

Rank	P&H Code	Manufacturer	Product	Check
1	3908	Walkers	Quavers Cheese Handy	
2	2055	KP	Mini Cheddars Original 35g	
3	3927	Walkers	Doritos Even Cheesier 40g	
4	9740	Walkers	French Fries Worcestershire Sauce Handy	
5	7509	KP	Hula Hoops BBQ Handy	
6	29589	KP	Nik Naks Nice & Spicy Handy	
7	44205	KP	Roysters T-Bone Steak 31g	
8	20130	Walkers	Doritos Extreme Chilli 40g	
9	8352	Walkers	French Fries Ready Salted Handy	
10	7395	KP	Wheat Crunchies Bacon Handy	
11	3941	Walkers	Doritos Even Cooler 40g	
12	8217	Walkers	Square Crisps Salt & Vinegar	
13	29373	KP	Skips Prawn Cocktail Handy	
14	8218	Walkers	Square Crisps Cheese & Onion	
15	7510	KP	Hula Hoops Original Handy	

P&H Top 15 snacks for forecourt

Rank	P&H Code	Manufacturer	Product	Check
1	49643	Walkers	Quavers Cheese Maxi 34g	
2	5298	KP	Mini Cheddars Original 50g	
3	22916	KP	Mini Cheddars Crinkly Cheese & Onion 50g	
4	44039	KP	Mini Cheddars BBQ 50g	
5	5992	Walkers	Monster Munch Mega Hot 40g	
6	42076	Walkers	Wotsits Cheesy 40g	
7	24445	Walkers	Doritos Tangy Cheese 55g	
8	24664	KP	Hula Hoops BBQ Grab bag	
9	29372	KP	Skips Prawn Cocktail Maxi	
10	24665	KP	Hula Hoop Original Grab Bag	
11	45282	KP	Wheat Crunchies Bacon 50g	
12	24444	Walkers	Doritos Cool Original 55g	
13	25203	KP	McCoys Tortillas Smoked Ribs 40g	
14	24669	KP	McCoys Tortillas Chilli & Lime 40g	
15	25204	KP	McCoys Tortillas Cheese & Sour Cream 40g	

- Check your stock against the relevant list to make sure you are stocking the best sellers for maximum sales and profit
- When merchandising give even space to crisps v snacks. This will ensure you have the right representation of snacks range and facings required to get the most from your fixture
- Tube sales are also important, consider stocking Pringles Original 170g (P&H Code 48527), Pringles Sour Cream & Onion 170g (P&H Code 48526) and Pringles Salt & Vinegar 170g (P&H Code 48525)
- Suppliers are making their snacks healthier:
 - Hula Hoops are now cooked in a blend of sunflower oil for 50% reduction of saturated fat and reduced sodium
 - From 2007, Walkers snacks will be cooked in the much healthier sunseed oil

*Impulse includes independent retail outlets, symbol groups, off licences, co-ops but excludes multiple grocers