

Category Healthcheck: Biscuits

Range and merchandising are key to maximising sales... check this document for your guide to creating the perfect biscuit fixture

- The biscuit market is worth £1.8bn. This is larger than either the hot beverages, bread or cereal categories*
- In an average day, 19 million biscuits are consumed – that's 220 every second!

* Source: TNS Panel 52 w/e Dec 2005

Recommended Range

Rank	P&H Code	Recommended Range	Type	Check
1	43798	Maryland Choc Chip cookie	Everyday biscuits	
2	41016	Jaffa Cakes Tubes 187g	Everyday treats	
3	5364	Jaffa Cakes 150g	Everyday treats	
4	4985	McV Choc Digestive Tube Milk	Everyday treats	
5	44418	Hob Nobs Milk Choc Tube 250g	Everyday treats	
6	3939	Cad Milk Choc Fing 150g	Special treats	
7	7071	McV Choc Digestive Milk 300g	Everyday treats	
8	7113	Hob Nobs 300g	Everyday biscuits	
9	42232	McV Choc Chip Cookie 200g	Everyday treats	
10	7233	McV Gingernuts 200g	Everyday biscuits	
11	7932	Crawfords Cust Creams 150g	Everyday biscuits	
12	9277	Jammie Dodgers 150g	Everyday biscuits economy	
13	48756	McV Digestive Caramels 300g	Everyday treats	
14	7028	McV Digestive 250g	Everyday biscuits	
15	28804	Kit Kat 2f 6 pk	Chocolate biscuit bars	
16	7112	Cheddars 150g	Savoury crackers	
17	8539	Jacobs Cream Crackers	Savoury crackers	
18	28807	Blue Ribband	Chocolate biscuit bars	
19	8068	Foxs Golden Crunch Creams 200g	Everyday treats	
20	7093	McV Rich Tea 200g	Everyday biscuits	

Recommended Layout

<p>Everyday treats 30%</p> 	<p>Special treats 10%</p> 
<p>Everyday biscuits 20%</p> 	<p>Chocolate biscuit bars 20%</p> 
<p>Everyday biscuits economy 10%</p> 	<p>Healthier savoury crackers 10%</p> 

Range & Display Tips

- Stock a consistent range of top sellers
- Where possible sell price marked packs, they outsell standard packs by 3 to 1
- For major new product launches, display products on temporary equipment
- M brand offers a value alternative in Everyday economy biscuits. Consider stocking Custard Creams (P&H code 2438), Bourbons (P&H code 2439) and Highland Shorties (P&H code 2401)
- In Scotland, remember to stock Tunnocks Caramel Wafer (P&H code 3263) and Tunnocks Teacakes (P&H code 6980) as they are a top seller
- Ensure your fixture is well maintained, fully stocked and easy to shop
- Secondary sites can significantly increase your sales. 55% of biscuits are consumed with a hot drink so dual site with tea and coffee
- Ensure you allocate the fixture space appropriately as 80% of sales come from 20% range
- Take out slow selling lines which tie up money and space
- Follow the recommended layout above to segment your fixture