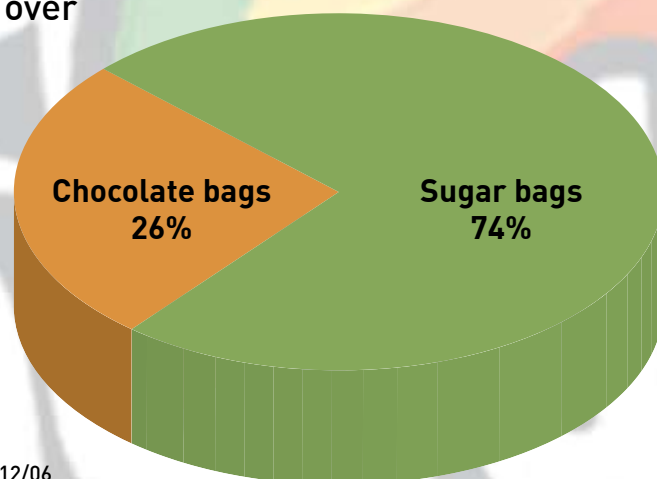


# Category Healthcheck: Family Bag Confectionery

The family bag confectionery market is worth over £562 million – make sure you get your share

- Family bag confectionery is worth £84.7 million in the independent sector
- Sugar bags are in decline -10.8%
- Chocolate bags are showing growth of 3.7%



Source: ACNielsen channel market overview all channels and independents 02/12/06

## Top 20 Sugar Bags

| Rank | P&H Code | Product Name                          | Check |
|------|----------|---------------------------------------|-------|
| 1    | 6937     | Maynards Wine Gums 215g               |       |
| 2    | 4654     | Cad Choc Eclairs 207g                 |       |
| 3    | 9686     | Bassetts Liquorice Allsorts 215g      |       |
| 4    | 8350     | Werthers Original 150g                |       |
| 5    | 9688     | Bassetts Jelly Babies 215g            |       |
| 6    | 9857     | Haribo Starmix 225g                   |       |
| 7    | 4224     | Haribo Starmix 175g                   |       |
| 8    | 9787     | Haribo Tangfastics 225g               |       |
| 9    | 9732     | Maynards Sportsmix 215g               |       |
| 10   | 2691     | Haribo Tangfastics 175g               |       |
| 11   | 47447    | Rowntrees Original Frt Pastilles 195g |       |
| 12   | 48878    | Maynards Wine Pastilles 215g          |       |
| 13   | 27095    | Starburst Original 200g               |       |
| 14   | 41146    | Haribo Maom Stripes 175g              |       |
| 15   | 9692     | Maynards Midget Gems 215g             |       |
| 16   | 4226     | Haribo Kiddies Supermix 175g          |       |
| 17   | 9858     | Haribo Kiddies Supermix 225g          |       |
| 18   | 23430    | Bassetts Fruit Allsorts 215g          |       |
| 19   | 7602     | Bassetts Murray Mints 200g            |       |
| 20   | 8350     | Werthers Original 150g                |       |

## Top 10 Chocolate Bags

| Rank | P&H Code | Product Name                  | Check |
|------|----------|-------------------------------|-------|
| 1    | 20859    | Maltesers 175g                |       |
| 2    | 20858    | Galaxy Minstrels 225g         |       |
| 3    | 20865    | Revels Assorted Choc 175g     |       |
| 4    | 20863    | M&M`S Peanut Choc 250g        |       |
| 5    | 2586     | CDM Giant Buttons 175g        |       |
| 6    | 20860    | Maltesers White Choc 165g     |       |
| 7    | 49639    | Cadbury Crunchie Nuggets 200g |       |
| 8    | 20861    | M&M`S Milk Choc 250g          |       |
| 9    | 28422    | Munchie Original Choc 150g    |       |
| 10   | 7612     | Jamesons Milk Raisins 200g    |       |

## Merchandising Tips

- Use signpost brands eg. Maynards, Bassetts and Haribo to signal family bags category to the shopper
- Block by category, brand, sugar and chocolate
- On a 1m bay, you should devote approximately 10 hooks to chocolate and the rest to sugar
- Place the best sellers on the best shelves/hooks ie at eye level
- Use impactful secondary sites in the right location to drive incremental sales

## Palmer and Harvey **PROFIT** Principles

**P**romote using PoS to drive sales instore

**R**ange – check the recommended range list to make sure you’re stocking the best sellers

**O**ut of stocks = lost sales

**F**ocus on your display – use planograms to maximise sales

**I**nnovate – stay up to date with the latest market trends and new products

**T**alk to your Palmer and Harvey sales representative to get the best advice for your store