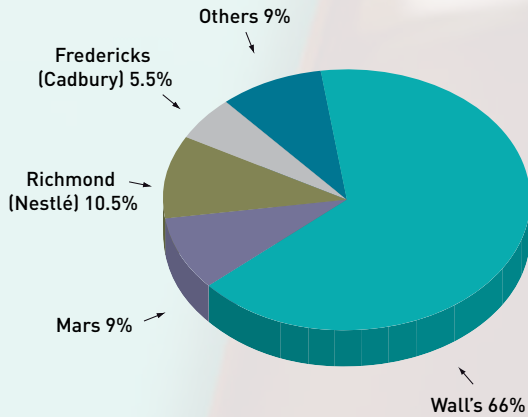
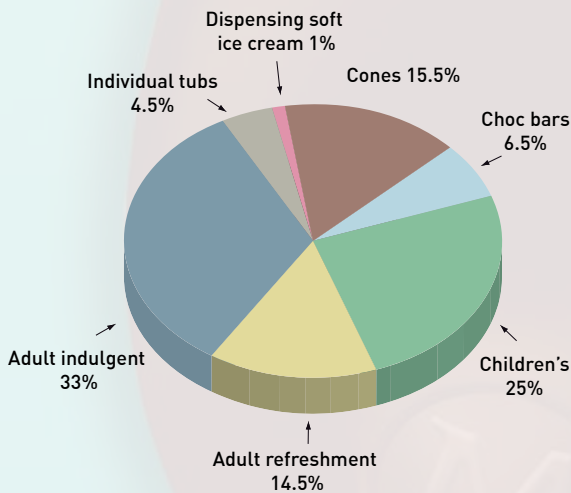


# Category Healthcheck: Impulse Ice Cream

## Share of impulse ice cream market by manufacturer



## Market share by type



- Whilst the Adult indulgent/refreshment area is sizeable and showing growth, this sector is dominated by just a few key lines. To maximise sales, keep ranges tight, but ensure adequate back-up stocks

## Top 20 Products

Rank	P&H Code	Manufacturer	Product	Type	Check
1	94184	Wall's	Magnum Classic	Adult indulgent	
2	59866	Wall's	Magnum White	Adult indulgent	
3	93259	Wall's	Twister	Children's	
4	96126	Wall's	Calippo Orange	Children's	
5	58156	Wall's	Cornetto Strawberry	Cones	
6	97787	Wall's	Mini Milk	Children's	
7	95051	Mars	Mars Ice Cream Bar	Choc bars	
8	94156	Wall's	Calippo Tropical	Children's	
9	95546	Wall's	Big Feast	Children's	
10	95052	Mars	Maltesers Stick	Adult indulgent	
11	95045	Mars	Galaxy Caramel	Adult indulgent	
12	58157	Wall's	Cornetto Classico	Cones	
13	95050	Mars	Bounty Choc Stick	Adult indulgent	
14	58155	Wall's	Cornetto Mint	Cones	
15	94155	Wall's	Magnum Mint	Adult indulgent	
16	98058	Nestlé	Fab Lolly	Children's	
17	58186	Wall's	Solero Exotic	Adult refreshment	
18	94162	Wall's	Magnum Dbl Caramel	Adult indulgent	
19	94161	Wall's	Magnum Almond	Adult indulgent	
20	96019	Cadbury	Flake Cone	Cones	

Source: Palmer and Harvey Independent sales by volume 2006

## Merchandising Tips

- Stock up and use the 60% storage capacity beneath the baskets to accommodate sudden demand from hot spells
- Ensure adequate back-up of stocks of the top Nestle, Mars and Cadbury lines as well as Wall's to satisfy the full breadth of consumer demand in peak periods
- Tailor your range to the area you trade in. Children can always be persuaded to buy whatever the weather. Ensure more children's lines in sites near schools etc
- It is important you get impulse ice cream ready in time for Easter ie. freezer checked and fully stocked and new PoS in position

## Palmer and Harvey **PROFIT** Principles

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

**R**ange – check the key products 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