

48% of shoppers buy more than just fuel



"Converting shoppers from 'only fuel to fuel and shop' remains a key strategy for forecourt retailers facing an uncertain trading environment due to rising oil prices. With confectionery being the largest category within Snacking and achieving the highest penetration of the snacking categories within the forecourt environment due to its impulsive nature, the retail opportunities for forecourt traders can be lucrative if the category display is well executed in-store."

Bep Dhaliwal, Trade Communications Manager, Mars

Confectionery Market & Forecourt Opportunities

The Confectionery market is valued at an outstanding £4.95 billion and is continuing to show growth at 5.3%¹. In fact, the Confectionery category already has the highest penetration of the snacking categories within forecourts with an impressive 28%², a clear indication of the unrivalled sales opportunities available to forecourt traders.

Top Range & Display tips for forecourt traders

- 80% of sales are driven by main display: Traders are encouraged to optimise main display, for example, by multi-facing bestsellers, which also increases product availability - the number one factor in driving forecourt purchases (HIM CTP 2011)
- Adopt a total store approach to growing Confectionery sales: Look beyond main display sites and introduce secondary sites to create further points of interruption,

remembering that Confectionery is most commonly purchased with Beverages (30%), News and Magazines (20%) and Tea and Coffee (18%) within petrol forecourts (B&A Impulse Shopper Insight)

- Improve visibility: This is a key factor in driving impulse sales and forecourt traders

TOP TEN SINGLES³

- Snickers Duo 95.4g
- Twirl Choc 42g
- Twix Twin K/Size 85g
- Snickers Choc 58g
- Mars Duo 85g
- Wispa Duo 51g
- Double Decker Duo 80g
- Wispa Choc 38.5g
- CDM Std 75g
- Mars Bar Choc 58g

can increase visibility and uplift by siting a counter-top unit at the till point, with 100% footfall to interrupt shoppers and encourage last minute impulse purchases

- Allocate space to best-sellers: Stock a good range of Hunger bars such as Snickers and Duo products, which account for more forecourt sales compared with other impulse outlets
- 70% of confectionery purchases are made on impulse: Site Confectionery products in high traffic flow areas to capitalise on impulse sales – Confectionery is the most impulsive of the snacking categories
- Appeal to the need-state of shoppers: Group products by category, rather than supplier, for example Bitesize singles for those looking for a sharing treat

The following top ten tables should give traders a better idea of what best sellers to be stocking and keep available:

TOP TEN BITESIZE⁴

- Maltesers Pouch 135g
- Galaxy Minstrels Std Pouch 170g
- CDM Buttons Giant Lrg Bag 175g
- M&Ms Peanut Pouch 185g
- Revels Std Pouch 140g
- Galaxy Counters Pouch 140g
- CDM Caramel Nibbles 175g
- Cadbury Choc Eclairs 207g
- Milky Bar Buttons Giant Pouch 150g
- Kit Kat Pop Choc 140g

- 25% of confectionery purchased in a forecourt is for consumption later in the day: Traders should capitalise on the importance of the chocolate sharing category, as shoppers are often looking for treats, such as Bitesize sharing products, to enjoy at home with friends and family

Capture your shoppers' attention with secondary displays

Slenda Glenda:

Its small footprint enables retailers to stock the bestselling Bitesize pouch range, a great way to capitalise on the Big Night In trend, enjoying a night at home with friends and family – with 70% of Confectionery purchased being shared.



Till point Display Units:

- All customers pass through till point - a secondary siting must for retailers with 100% footfall
- Delivers minimum 17% uplift
- Ideal for smaller stores with limited space at the tills
- The Bambino unit includes expandable shelves feature, allowing retailers to stock Standard, Duo, Extra product sizes and even GALAXY® large format blocks



The Power of Brands

Consumers identify brands and products that they know and love and return to these when they are looking for a treat; in fact, 91% of consumers will buy a nationally known brand when shopping⁵. For this reason, successful brand renovation can only take place on top of an existing and stable brand portfolio, where it offers both a point of difference and

additional benefits to the consumer: simple renovation can be effective and new and engaging packaging is a great way to add value.

NPD is a great way for forecourt traders to excite consumers in-store and provides a good opportunity to introduce further points of interruption with tailored POS. Forecourt traders are advised to make the most of the latest Mars NPD this summer with **Galaxy® Bites** and **Galaxy® More to Share**.

Galaxy® Bites

This April saw the launch of new **Galaxy® Bites** - Bitesize spheres of smooth and creamy Galaxy chocolate with a heart of soft, sumptuous chocolate caramel. The launch forms part of a huge £14m media investment for the Galaxy® brand throughout 2011. Galaxy® has enjoyed double digit growth since 2009 and **Galaxy® Bites** brings even more indulgence and innovation to the Bitesize category.



Galaxy® More to Share

Mars is also pleased to announce the launch of new **GALAXY® More to Share**, a 200g block format, which allows fans to share the smooth and creamy Galaxy® taste with friends and family, creating even more sharing moments and playing to the continuing trend for the Big Night In.



¹HRI Grocery Outlet 52 w/e 1 Jan, 11

²HIM 2011

³Litmus Managed Petrol Forecourts 12 week ending 21 May 2011

⁴Litmus Managed Petrol Forecourts 12 week ending 21 May 2011

⁵Litmus Managed Petrol Forecourts 12 week ending 21 May 2011