

Happy New Year!

Retailers can make it a successful start to the year by fine-tuning their offering and merchandising what their customers are looking for – this handy guide shows you how



Celebrate good times

New Year's Eve is all about celebrating, and more people are choosing to do so at home. This is great news for retailers as any product left over from Christmas can be remerchandised for new year parties. That's snacks, beers, wines, spirits, ciders, soft drinks and mixers in multipacks and sharing formats.

Offer decorations as well for additional sales, such as balloons and banners, even mini sparklers to light up celebrations.

Focusing on multipacks and sharing formats is particularly important across the alcohol category to show you provide affordable price points for your customers. Also key is having strong promotional strategies in place and offering great value on well-known brands.

Ensure you offer a strong selection of champagne, sparkling and red wines to meet the heightened demand at this time of year. Replenish your low- and no-alcohol options and make sure they are highly visible to shoppers in store.

Christmas and New Year account for **11%** of annual sales in the beer and cider category

(Source: NielsenIQ 6 w/e 06.01.24)



[Click for the six bestselling sharing crisps](#)



TOP TIP

Typically, at the start of a new year there is a growing interest in healthier confectionery options, such as chocolate bars with more fruit and nuts, or reduced-sugar sweets. Cater to this with a display of healthier choices from brands who highlight the health credentials of their products so they are clear for customers to see



Staying in

For a night in, people want comforting, no-fuss dishes that deliver on taste and ease, such as pizza, burgers, nachos and quality fresh or frozen ready meals.

Capitalise on the sharing occasion aspect of new year: the cost-of-living crisis has led people to spend more time in the home, resulting in more sharing and treat occasions. Sharing is the buzzword in the crisps, snacks and nuts (CSN) category as larger bags become more important over Christmas and new year, accounting for 23% of the sharing market¹. Crisps and snacks sharing is the fastest growth area within CSN and is driving 83% of value growth within the category¹.

Sweet success comes from driving the sharing and treat occasion to unlock sales in chocolate blocks and sharing confectionery bags. In the UK confectionery market, sharing bags are a significant trend. According to Nestlé, a substantial portion of consumers (77%) have purchased sweets to share with others. Unlock growth by highlighting reasons in store to share **confectionery**, whether it's with family or friends. Impulse purchases play a significant role in confectionery sales, particularly for sweets, so in-store visibility and strategic placement in high-traffic areas are essential for capturing consumer attention and driving impulse buys.

Flag any PMPs available – you could create a dedicated display across categories to drive incremental sales. PMPs are driving 64% of the value growth in CSN and growing 19% year-on-year².

NEXT PAGE



Healthy start

We all have the best intentions of beginning the year by eating more healthily and you can support customers in their mission by carrying a range of reduced fat, salt and sugar products and ingredients across key categories, such as snacking and dinner for tonight. Broaden the sales opportunity by signposting customers to your low- and no-alcohol range.

Over the holiday season, sparkling and red wines see the greatest increase in sales, with growth rates of **42%** and **10%**, respectively

(Source: Nielsen IQ, Still Wine, Total Impulse 4 w/e 30.12.23)



During the festive and new-year period, non-alcoholic products remain popular among shoppers, with non-alcoholic still wine increasing by **15%** and low- and no-alcohol beer seeing a **35%** rise

(Source: Kantar Purchase Panel | 12 w/e to 24.12.23 | Total Alcohol)

CSN sharing value sales up **+£57m** in the latest MAT

(Source: Circana, Total Convenience, 52 w/e 01.09.24)



Big breakfast

Start the year with the right ingredients for increased sales. Customers will be wanting to tuck into a classic cooked breakfast, so have the essentials ready for them. Boost sales with a breakfast display that includes family cereals, pastries and baked goods, jams and spreads, and refreshing ambient juices.



Stock up on magic



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