

FEEL THE ZING

NEW
PICKLED
ONION

£1.35

£1.35

DISCOS
CHEESE
& ONION
70g

DISCOS
PICKLED
ONION
70g

DISCOS
SALT &
VINEGAR
70g

MORE CASH
BACK FROM A
VAT FREE
SNACK!

STOCK UP TO PUT MORE ZING IN YOUR SALES

Best in class

School's out for summer but for retailers, now's the time to plan and get your range in place ready for when the bell rings to signal the start of a new academic year

Back to school is one of the biggest opportunities in the calendar and retailers who get onboard will see a surge in sales. Plan your range in advance to be prepared for demand and get your ordering right to maximise the opportunity.

Displays in prominent areas of the store with cross-category products that link well to create a natural uplift in sales are essential to maximise the event's potential. Make sure you have the bestsellers highly visible across all categories using the **Plan for Profit Category Guides**, along with any NPD and PMPs – 62% of retailers say PMPs increase their sales¹.

(Sources: ¹Lumina Intelligence Retailer Attitudes & Behaviours Study, June 2023 vs June 2024; ²Kantar Worldpanel Total Cereal 52w/e 23.03.25; ³Circana | Total Cereal | Symbols & Independents | Value & Volume Sales | 4yr 4w/e 19.04.25; ⁴Circana | Total Cereal | Value Sales | 52w/e 19.04.25)

Cereal

A staggering 94% of households buy cereal² and, according to Kellanova, seasonality exists within the category with annual peaks throughout the summer holidays and topping out during the back-to-school period – in 2024, the 12 weeks to 7 September saw sales up +8.6% versus the rest of the year³.

Stock a wide range of family cereal as family accounts for 70.5% of value sales in symbols and independents⁴. And, though nutrition remains important, taste is the number one driver of choice, so Kellanova recommends prioritising

child-focused brands. Find more advice and insights in the Plan for Profit **Focus on Breakfast Cereals guide**.



Cereal is a
£1.5bn
category

(Source: Circana
Total Cereal 52w/e
19.04.25)

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Drinks

September is the second-biggest month for soft drinks (after June), according to Coca-Cola Europacific Partners. Fruit Shoot is the number one kids' brand in the UK, worth more than £193m RSV with 11 bottles drunk every second⁵.

Range a variety of juice drinks and smoothies too, particularly those in cartons as 14% of kids' drinks are carried out of home, which increases to 40% when consumed at lunchtime⁶. Bear in mind low- and no-sugar – an important factor for 7 in 10 shoppers⁶ – and fruit and flavour are the priorities when it comes to choosing which drinks families will buy. New **Rubicon Spring Vits** and Radnor Fizz are perfectly positioned to support healthier choices. Radnor Fizz is a must-stock as it's the UK's leading school-compliant drinks brand⁷.

Squash has a place in your line-up for this event as well and is especially relevant as an after-school treat.

Snacks

As with soft drinks, September is the second-biggest month for crisps and snacks in symbols and independents⁸. Bagged snacks – a category worth £5.3bn and growing⁹ – are a lunchbox staple and a popular choice with lunch for older students, particularly as part of a food-to-go meal deal. Focus on multipacks to offer value.

Secondary store locations are an important driver of sales in this category too, with 43% of customers buying from them¹⁰.



Click for more ranging advice



Crisps and snacks appear in **1 in 5** convenience baskets

(Source: Lumina Intelligence Convenience Tracking Programme, 52w/e 28.04.24)

Snack pack cake slices grew almost **£100k** in the convenience channel in September 2024 (Source: Circana)



Sweet treats

Individual ambient dessert pots are an ideal lunchbox format, as well as offering value and convenience with their long shelf life. So too are individually wrapped cereal, biscuit and cake bars. A selection of HFSS lines is essential, such as Mr Kipling Lunchbox Slices.

(Sources: ⁵Kantar Worldpanel, all soft drinks sectors, penetration, 52w/e 01.09.24; ⁶Suntory shopper research 2024; ⁷UK's largest contract caterer cold beverage data, May 2023; ⁸Nielsen Scantrack EPOS 52 w/e 20.04.25; ⁹Nielsen EPOS data 52 w/e 22.02.24; ¹⁰Kantar Profiles/Mintel, November 2023)



Food and drinks to go

Food to go is the number one reason for visiting symbols and independents¹³, so advertise your range to capitalise on this demand, particularly from parents on the school run.

Health factor

Getting enough vitamins and minerals (52%), eating a variety of proteins (36%) and achieving five-a-day (36%) are among the top priorities for parents when considering their child's diet¹².

Create sections of healthier-for-you products within categories to help busy parents shop easily. Include clearly signposted fresh fruit near lunchbox fillers to support healthier choices and drive impulse purchases.



Quick meals

Returning to the term-time routine means shoppers are looking for quick and convenient meal solutions. The quick meals, soups and snacks (QMS&S) category is an area to focus on as it sees a notable uplift in sales of pot/packet snacks and pasta packets in January and September. Make sure your range contains beacon brands, such as Batchelors and Pot Noodle, which is the number one brand in instant hot snacks, accounting for 40% or 4 in

every 10 units sold¹¹.

Offer meal solutions and target impulse shoppers – families who are grabbing tonight's tea or students looking for a quick meal on the go – with **POS** and secondary displays dedicated to complete meals, such as dried pasta, jarred sauces and meal kits. Signpost to chillers and freezers for convenient meal options, such as pizza and ready meals.



(Sources: ¹¹Nielsen Total Impulse 52 weeks to 22.03.25; ¹²Mintel Parents' priorities for their children's diets Report 2025; ¹³Lumina Intelligence Convenience Tracking Programme, data Q1 2025)

Seasonal advice from



Confectionery

While confectionery in lunchboxes may be frowned upon by schools, there will be demand from children on their way home from school. Shout about any different products you have, such as American confectionery.



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Top tips

- Spotlight your bread and bakery ranges, chilled cooked meats and cheeses, and jams and spreads for sandwiches.
- Highlight fresh fruit as a healthy lunchbox staple.
- Offer a budget choice in every range.
- If you offer home delivery, create a specific back-to-school section to make it easy for shoppers to find and order.
- Range a selection of reusable water bottles, lunchboxes and stationery.
- Advertise your range of lunchbox essentials and added extras in store and on social media.
- Create in-store theatre to attract shoppers, boost loyalty and make your store stand out.

Look out online from Monday 4 August for the brand-new **Focus On Back To Education guide** for more insights and advice



Click to read about how Hari Baskar and Bhavani Murali's brand-new store caters to students



There's no taste like stocking up on

137 bottles sold per minute*, £7 million campaign spend



RECYCLE!
AND HELP TURN BOTTLES
BACK INTO BOTTLES
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*Ribena Blackcurrant 500ml
*Source: Nielsen, 52 weeks to 25th Jan 2025,
SALUs ranked by Sales Value
**Recommended Retail Price Only
*Source: Nielsen, 52 weeks to 25th Jan 2025,
Total Ribena Volume