

Light up your store

From soft drinks to fireworks compliance, Diwali requires more than a token shelf display, and pays off for those retailers who merchandise effectively

Diwali
Sunday 8
November

Diwali is celebrated by more than 800,000 people in the UK, and we see some of the biggest celebrations outside of South Asia¹, creating a great opportunity for you to tap into the growing popularity of ethnic festivals.

Range for every mission

Food and drink are the main categories to focus on. Stock a strong impulse range in the run-up, including tropical juices, cakes and biscuits – particularly egg-free lines – alongside the usual crisps, popcorn and sweets to suit all demographics. Soft drinks see a real boom over Diwali as shoppers seek non-alcoholic ways to make celebrations feel special, with exotic flavours proving popular¹.

A diverse section dedicated to traditional sweets, festive snack mixes, dried fruits and cooking essentials such as ghee and spices is worth curating properly rather than treating as an afterthought.

Gifting sits at the heart of Diwali, so give it a prominent place within your range. Offer options at different price points, from boxed confectionery and traditional sweets to dried fruit and nut selections, premium soft drinks, decorative candles and ready-made gift bags or hampers. Position gift bags, wrapping and Diwali cards nearby to help shoppers complete their purchases and encourage additional spend.

(Source: ¹Convenience Store, 'Six things you need to know about Diwali')

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