Christmas crackers



Here is the lowdown on the must-haves for your shelves for a very merry season ahead

The golden rule for Christmas sales success is stocking the well-known brands that customers love and making sure they're unmissable. Shoppers want the names they can trust to make their festive season special. For retailers, it's not about competing with the multiples on a full Christmas shop necessarily, but more about stocking the common essentials, impulse and last-minute purchases, and easy gift solutions.



Good

Start with the Christmas essentials shoppers expect to find locally. Stock key meal accompaniments such as Bisto gravy, stuffing, cranberry sauce, foil, frozen vegetables, roast potatoes, Yorkshire puddings, custard and cream.

A strong own-brand range gives value-conscious shoppers an affordable option across everyday essentials, while a carefully selected alcohol range, including some premium choices, can help increase basket spend.





Better

Build on the essentials with more choice across the categories that perform strongly at Christmas.

- Take-home soft drinks, mixers, crisps, snacks and nuts, confectionery and alcohol are all key festive categories. Larger formats become particularly important as shoppers stock up for gatherings, with lemonade and mixers helping drive growth. Schweppes value sales are up 59% at Christmas.[1]
- Multipacks from bestselling brands are key for crisps, snacks and nuts. See the latest **Focus On Crisps, Snacks and Nuts guide**.
- Self-eat and sharing confectionery should be highly visible, with boxed and twistwrap cartons, Advent calendars, selection boxes and themed lines positioned around the store to encourage extra purchases. Confectionery reached £1.3 billion in 2024, with 9 in 10 shoppers buying Christmas confectionery[2].
- Offer a broad beer, lager and cider range, including mid and larger packs, alongside festive favourites such as mince pies, Christmas cake, biscuits and puddings. Keep stock levels high as demand builds towards Christmas.

Click to read the Focus On Christmas Essentials guide from Plan for Profit for even more ranging advice



TOP TIP Truffles, Advent calendars and twistwrap tubs are a clear opportunity for convenience store retailers

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(Sources: [1]SmartView Convenience Volume and Value Sales Nov-Dec 2024; [2]Kantar Worldpanel and Discounters 20w to 29.12.24)



Click for more guidance in the Focus On Wine guide



Best

Make your store a Christmas destination by going beyond the essentials and helping shoppers with entertaining, gifting and last-minute purchases.

- Encourage trade-up with premium alcohol, boxed chocolates, truffles and premium confectionery, alongside chilled party food, desserts and sharing lines. Ready-made hampers and gift bundles can also offer easy gifting solutions at different price points.
- A small range of bestselling no- and low-alcohol lines can broaden your offer and impress shoppers. See the latest **Focus On No and Low Alcohol guide**.
- Complete the range with Christmas crackers, greeting cards, gift cards, wrapping paper, bottle bags, gift tags, batteries and other last-minute essentials. Grouping products around Christmas dinner, parties and gifting can make shopping easier and encourage additional spend.

TOP TIP Create a 'don't forget' display of essentials that customers can overlook when planning for the big occasion, such as milk, bread, tea, coffee, gravy, cranberry sauce, ice, tin foil, batteries, toilet roll, medicines and pet food

Cadbury
DAIRY MILK
NEW
GRAB & GO BARS



NEW 56g FORMAT

53%
OF SHOPPERS ARE LOOKING FOR ON-THE-GO SNACKING SOLUTIONS

Source : State of Snacking 2024 Global Consumer Trends Study by Mondelez & The Harris Poll (Mar24, 11Oct-10Nov 2023)

CADBURY DAIRY MILK BRINGS THE ICONIC CHUNK IN SMALLER, PORTIONABLE AND ON-THE-GO FORMAT

BOOSTS YOUR 'ON-THE-GO' SALES

NEW 56g PORTIONABLE FORMAT

RESEALABLE PACK

Retailers are free to set their own prices. Non-pmp also available. Subject to Availability.