

FOCUS ON

Confectionery Sharing

Web App Guides In Store In Depot



Swizzels
Squashies
THE NO.1 SUGAR CONFECTIONERY BRAND

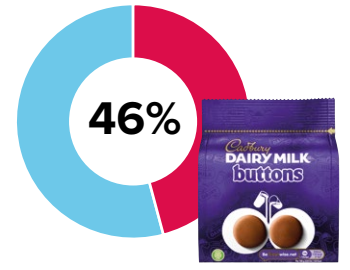
Swizzels Sharing Bags - Something For Everyone!



Sugar Sharing Bags forecast to grow **+12%** in value and **+9%** in volume by 2029.¹



Sharing formats account for **46%** of total Confectionery sales.²



Treat is the **No.1** Confectionery mission, **35%** of trips and up **6%** year on year.³



1. Circana, Format/Channel Forecast for 2025-2029
2. Circana, Confectionery Blocks & Sharing Bags, Value Sales 52 w/e 27/12/2025
3. Lumina Convenience Tracking Programme, 12w to 14/09/2025

Source Circana, confectionery data to 02.11.25

Cadbury

UNLOCK GROWTH

WITH SOME OF THE TOP SELLING PRODUCTS

No2
BESTSELLING
CHOCOLATE
BAG IN I&S*



**PRICE
MARKED
PRODUCTS
ALSO
AVAILABLE**



No1
MULTIPACK
IN I&S

No1
BLOCK
IN I&S



*Nielsen, Independent and Symbols Market, 52w 29.11.25. Subject to availability. Retailers are free to set their own prices.

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Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

This edition highlights the importance of sharing formats in Confectionery. The Symbols & Independents channel generates **£1.7bn** in Confectionery sales, with sharing formats accounting for **46%** of total category value sales.

In this guide, we explore category performance, identify key opportunities, showcase our latest planograms, and recommend the best-selling products to stock for success.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Mark Langohr
Category Controller

DEDICATED TO THE INDEPENDENT RETAILER



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KEY CATEGORY FACTS

Over **50%** of Confectionery impulse buys are triggered by "I saw it and was tempted".¹



Use FSDUs, clip strips, counter units, and dump bins to maximise impulse sales.¹



PMPs drive the majority of volume sales across key sharing formats.²

Blocks: **83%**



Chocolate Bags: **75%**

Sugar Bags: **71%**



10% of your Confectionery sharing sales come from NP³.



Shoppers seek new and exciting products, especially those featured in the media. Stock the latest launches to boost engagement and sales.

1. Lumina Convenience Tracking Programme, 52 w/e 4th January 2026
 2. Circana, Unit Sales, S&I, 52 w/e 27th December 2025
 3. Circana, Symbols & Independents, Value Sales, 52 w/e 27th December 2025

DON'T MISS OUT

ON THESE CONFECTIONERY SHARING FAVOURITES!

No.1



No.2



No.4



No.5



No.6



MARS WRIGLEY HAVE 5 OUT OF THE TOP 10 CHOCOLATE SHARING BAGS*

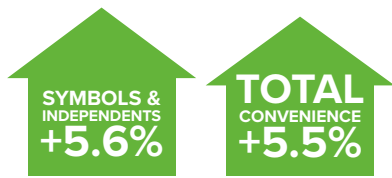
THE TOP 10 CHOCOLATE SHARING BAGS WILL MAKE UP 77% OF YOUR OVERALL CHOCOLATE SHARING BAG SALES**

* Neilson Scantrack MAT 52 w/e 27/12/25 value sales

** Neilson Scantrack MAT 52 w/e 27/12/25 value sales, based on having a range of 20 SKUs

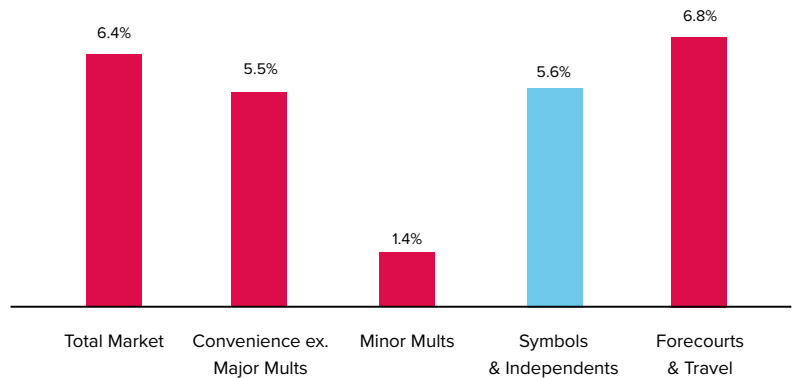
MARKET OVERVIEW

Confectionery Sharing growth in Symbols and Independents is slightly ahead of the convenience channel (+5.6% vs. +5.5%).¹



However, there is an **£8.6m** opportunity for Symbols and Independents by matching total market growth.¹

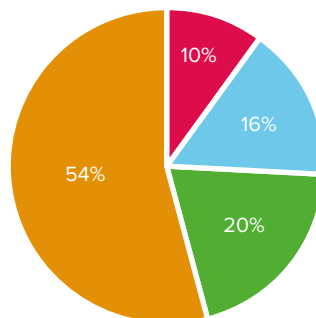
Total Confectionery Sharing Value Sales Year-on-Year



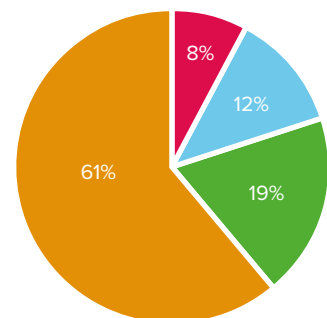
Sharing formats are essential to the Symbols and Independents confectionery range, accounting for **46%** of value sales and over **1/3** of volume.²



Format Value Share of Symbols & Independents Confectionery



Format Unit Share of Symbols & Independents Confectionery



Choc Sharing Bags Blocks Sugar Sharing Bags Other

Sharing formats make up almost **40%** of Confectionery volume in your store. Ensure this is reflected in the space you dedicate to them.



1. Circana, Confectionery Blocks & Sharing Bags, Value Sales vs. YA, 52 w/e 27th December 2025
 2. Circana, Confectionery Blocks & Sharing Bags, Value & Unit Sales 52 w/e 27th December 2025

See Sales Soar!

Give your shoppers the chance to

WIN[†]

a trip to

NEW YORK



THE
DEVIL
WEARS
PRADA²

ONLY IN CINEMAS

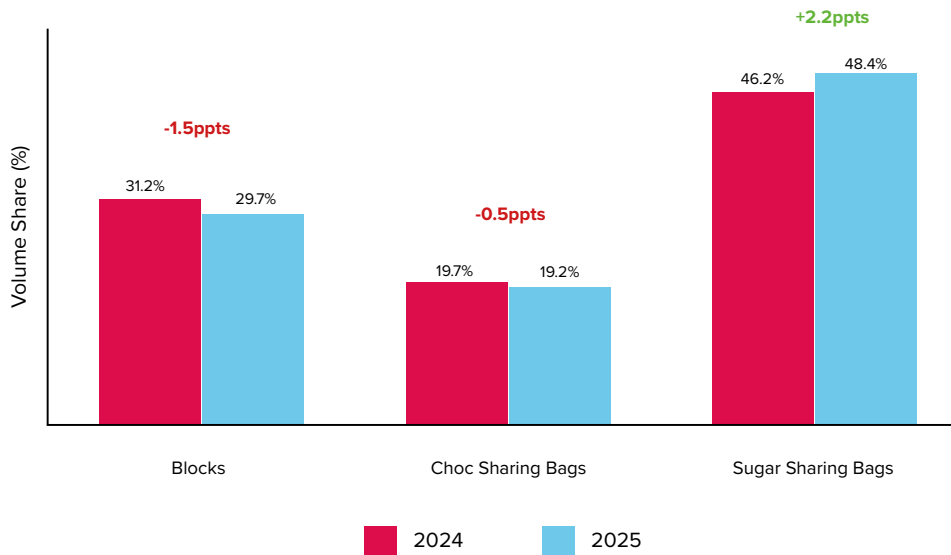


© 2025 20th CENTURY STUDIOS
For illustrative purposes only. ©Reg. Trademark of Société des Produits Nestlé S.A. Standard non flashed price-marked packs also available. Retail pricing is at the sole discretion of the retailer. CONSUMER PROMOTION †UK, I+M, CI, RÖL, 18+. Open 20.04.26-12.07.26. Buy promo pack and enter details inc. barcode online for a chance to win one of five trips to New York or one of 1,000 x £50/€50 gift cards to spend in selected cinemas. Plus an additional 50 x £50/€50 cinema gift cards in each late entry draw – ending 31.10.26 and 31.03.27. Purchase and internet access required. Promo pack & receipt must be retained for prize claim. Max. 1 entry/person/day. Max. 1 x prize type/person and max. 1 x prize type/household. For full T&Cs, visit www.aerochocolate.co.uk/TDWP2

CATEGORY PERFORMANCE

Sugar Sharing Bags are growing in importance, now making up almost half of all unit sales in Sharing Confectionery, while Blocks are becoming less significant from a volume perspective.¹

Share of Sharing Confectionery in Symbols & Independents
2024 vs. 2025

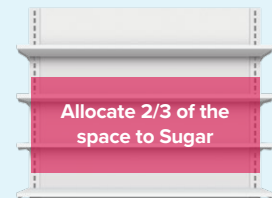


PLAN FOR PROFIT
TIP

Prioritise space for Sugar Sharing Bags in your store.

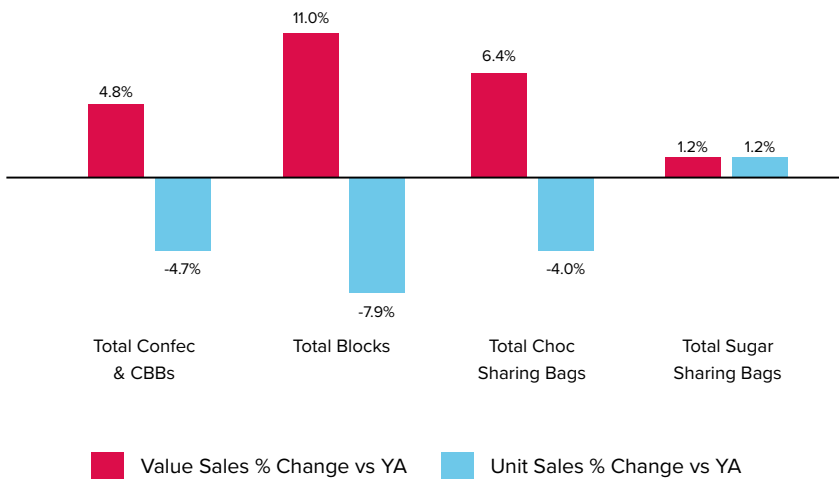


They represent **70%** of Sharing Bags sales, so allocate around **2/3** of your Sharing Bags space to Sugar.



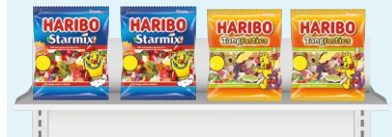
Blocks and Chocolate Sharing Bags are driving value growth in Symbols and Independents. However, this is largely inflation-led, driven by rising cocoa prices, with Sugar Sharing Bags the only sharing format delivering volume growth.²

Symbols & Independents by Format Year-on-Year



PLAN FOR PROFIT
TIP

Sugar offers the opportunity to grow in 2026 through baskets, but chocolate will remain the footfall driver.



Win by pushing best sellers and stocking a core range that meets shopper demand.

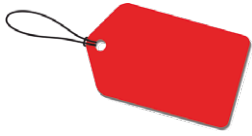
1. Circana, Symbols & Independents, Confectionery Bags & Blocks, Unit Sales vs. YA, 52 w/e 27th December

2. Circana, Symbols & Independents, Confectionery, Value & Unit Sales vs. YA, 52 w/e 27th December 2025

IN-STORE RANGING

FOUR SIMPLE STEPS TO MERCHANDISE YOUR FIXTURE

1



Clear Range and Pricing

Shoppers use major brands and shapes to navigate the fixture. Keep products from the same brand together for each type of product and ensure pricing is clearly displayed.

2



Focus on Top Sellers

Place the best-selling items at eye level for maximum visibility. Give them extra space on fixture to maximise availability, sales and shopper satisfaction.

CONFECTIONERY BLOCKS, MULTIPACKS & GIFTS

1m x 6 Shelf



Core Range

Extended Range

NPD

CONFECTIONER BAGS

Core Range

Extended Range

NPD

3



Fair Share of Space

Maximise sales by allocating space to each category and its brands based on their sales performance, ensuring the fixture is optimally organised.

4



New Products and Flavours

Drive interest and incremental sales in the category by introducing new products and flavours that reflect current trends.

Y

2m x 6 Shelf



**NEW
FLAVOUR**

STOCK A DELICIOUS break TO SHARE



Now in sharing bars.

*Standard non price-marked packs also available. Retail pricing is at the sole discretion of the retailer.

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BEST SELLERS

BEST



Dairy Milk
Chocolate

95g

BEST



Dairy Milk
Caramel

120g

BEST



Dairy Milk
Biscoff

105g

BEST



Dairy Milk
Daim

120g

BEST



Dairy Milk
Oreo

120g

BEST



Galaxy
Original

100g

BEST



Galaxy
Caramel

135g

BEST



Aero
Peppermint

90g

BEST



Maltesers
Teasers

100g

BEST



Maltesers
Chocolate

68g

BEST



Cadbury
Buttons

85g

BEST



Galaxy
Minstrels

80g

BEST



M&M's
Peanut

82g

BEST



M&M's
Crispy

77g

BEST



Haribo
Tangfastics

140g

BEST



Haribo
Goldbears

140g

BEST



Haribo
Supermix

140g

BEST



Haribo
Starmix

140g

BEST



Maynards Bassetts
Wine Gums

130g

BEST



Maynards Bassetts
Jelly Babies

130g

BEST



Squashies
Raspberry & Milk

120g

BEST



Sour Patch
Kids

130g

BEST



Skittles
Fruits

109g

BEST



Rowntree's
Fruit Pastilles

114g

BEST



Rowntree's
Randoms

120g

HARIBO

Stock up on the No.1 sweets brand
in convenience*



*IRI Circana, Convenience excl Major Mults, Total Sweets by Manufacturer, YTD w.e. 20 Dec 25

**IRI Circana, Convenience excl Major Mults, Value Sales, YTD w.e. 20 Dec 25

3 of the Top 5 Share Bags are HARIBO**