

# FOCUS ON

## Confectionery Singles & Kids

 Web
  App
  Guides
  In Store
  In Depot

# NEW



# DRIVE MORE SALES!



## STOCK UP NOW!

Have a *break*, have a KitKat®



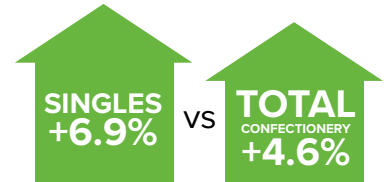
Official Chocolate Bar of Formula 1®

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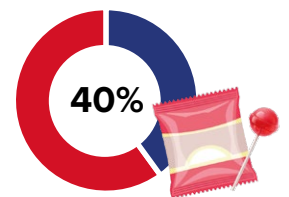
Singles outperform total confectionery in Symbols & Independents, growing **+6.9%** vs **+4.6%**.<sup>1</sup>



Duos are the sole growth driver in singles, delivering **+14.6%** value and **+2.2%** unit growth year on year.<sup>2</sup>



Symbols & Independents deliver over **40%** of total Kids Confectionery sales in the market.<sup>3</sup>



1. Circana, Confectionery Singles, Value Sales vs. YA, 52 w/e 29th November 2025
2. Circana, Confectionery Singles, Value & Unit Sales vs. YA, 52 w/e 29th November 2025
3. Circana, Kids Confectionery, Total Market, Symbols & Independent, Value Sales, 52 w/e 15th December 2025

# Grow your sales with

# Swizzels

Loved since 1928

## Use Portion control packs like 60g Squashies as an alternative to hanging Bag



## Love Hearts Brand is 25% up YOY v PY\*



## Important to offer a range of Price points from 20p upwards

\*Swizzels ex fac 2025 v py

# FOCUS ON

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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.

In this edition, we focus on the Confectionery Singles and Kids ranges, which together account for over **50%** of total confectionery sales. These categories present strong opportunities for independent retailers to capitalise on on-the-go and treat missions. Within this issue, we highlight category performance, in-store opportunities, bestselling lines to stock, and profit-driving planograms.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit [planforprofit.co.uk](http://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 TAKEAWAYS

### Singles dominate confectionery sales

Singles account for over **50%** of total confectionery volume sales.<sup>1</sup>



Allocate **50%** of your confectionery space to singles.

### "Treat" is the leading shopper mission

Representing **35%** of confectionery trips, up **+6%** vs last year.<sup>2</sup>

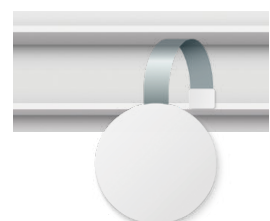


Drive impulse buys by boosting in-store visibility and placing products in high-traffic areas.

### Families with children buy sweets more often

**86%** of young families agree children increase sweet purchases.<sup>3</sup>

Create a stand out in-store display using POS materials and theatre elements.



1. Circana, Confectionery Singles, Unit Sales vs. YA, 52 w/e 29th November 2025

2. Lumina Convenience Tracking Programme, 12w to 14/09/2025

3. Haribo U&A 2025

**NEW**

# STOCK UP FOR DOUGH-LIGHTFUL SALES



## COOKIE DOUGH FLAVOUR

**NEW PRODUCTS DRIVE 32% OF SALES GROWTH\***  
**STOCK UP NOW**

Have a **break**, have a **KitKat**®

\*Source: L52W data to 12.07.25, IRI All Outlets. For illustrative purposes only. ©Reg. Trademark of Sociétés des Produits Nestlé S.A. Standard non flashed price-marked packs also available. Retail pricing is at the sole discretion of the retailer.

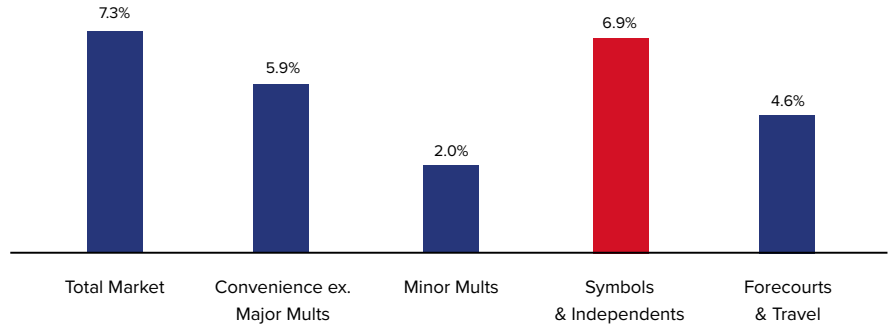
# SINGLES PERFORMANCE

## How is confectionery singles performing?

Confectionery singles in Symbols and Independents are growing ahead of the convenience channel at **+6.9%** value year on year. Matching total market performance would unlock a **£1.7m** opportunity.<sup>1</sup>



Total Confectionery Singles Value Sales  
52-Week Year-on-Year

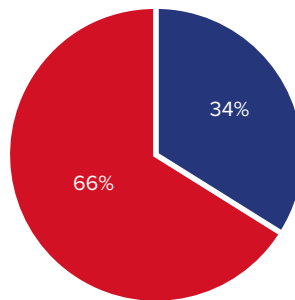


## Why are singles so important to confectionery?

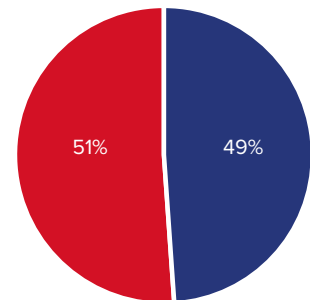
Singles are essential to confectionery in Symbols and Independents, accounting for over a third of value sales and almost half of unit sales.<sup>2</sup>



Value Share of Confectionery Singles



Unit Share of Confectionery Singles



■ Confectionery Singles ■ Other Formats

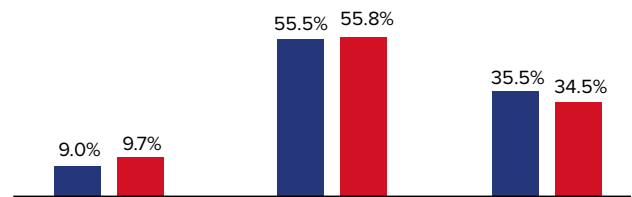
## What makes up the confectionery singles format?

Chocolate singles account for the majority of confectionery singles sales.<sup>3</sup>



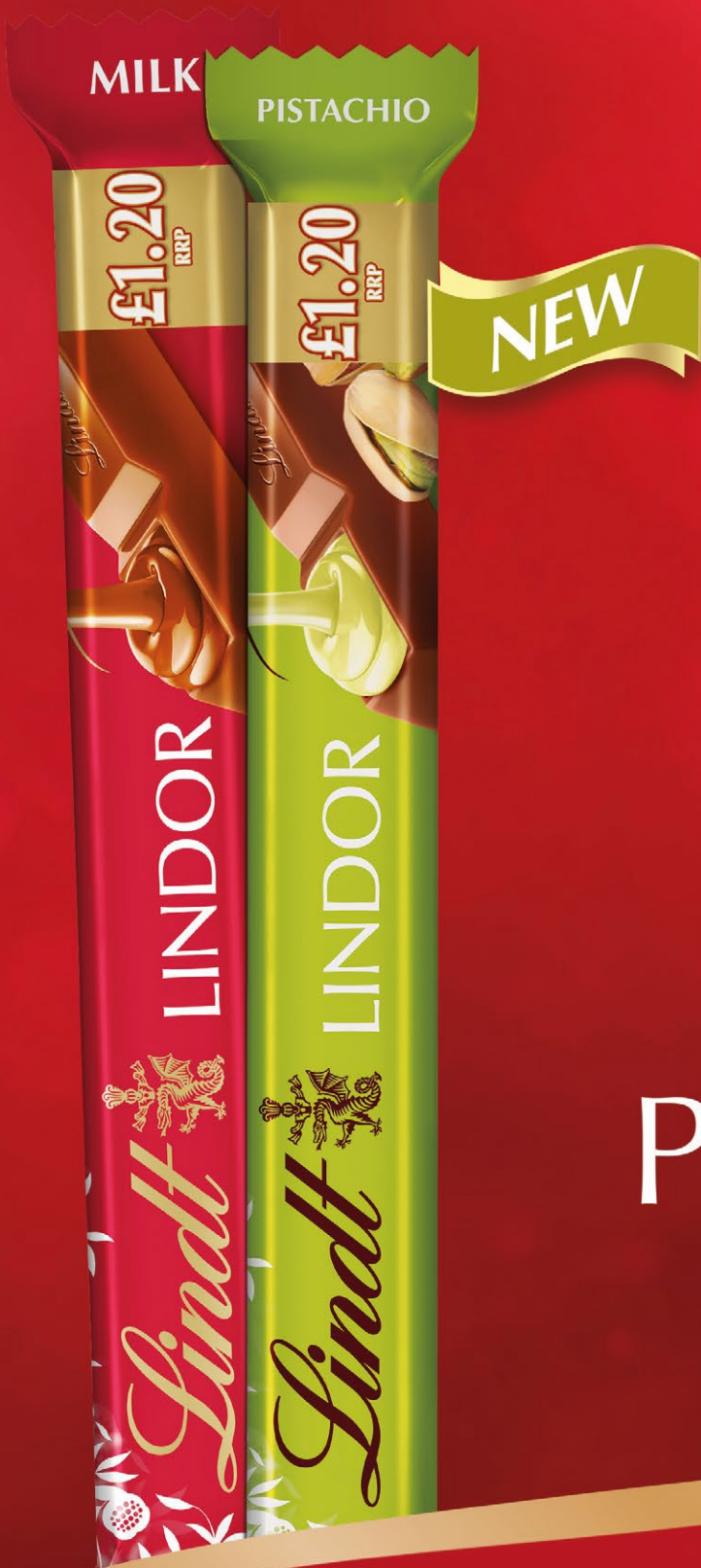
However, duos are gaining share at a faster rate, while sugar singles are declining in importance.<sup>3</sup>

Share of Confectionery Singles Unit Sales



■ Share Year Ago ■ Share This Year

1. Circana, Confectionery Singles, Value Sales vs. YA, 52 w/e 29th November 2025  
 2. Circana, Confectionery Singles, Value & Unit Sales vs. YA, 52 w/e 29th November 2025  
 3. Circana, Confectionery Singles, Unit Sales vs. YA, 52 w/e 29th November 2025



No.1  
Premium  
Brand



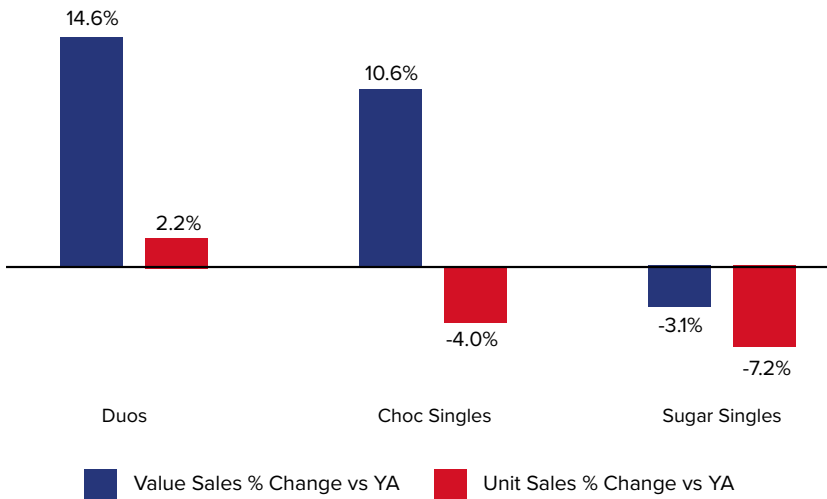
Available now in  
LINDOR Pistachio  
Price-marked Packs

# SINGLES PERFORMANCE

## What is driving growth and decline in confectionery singles?

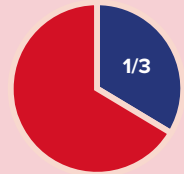
Duos are driving total singles performance and are the only format delivering genuine growth, with increases in both value and unit sales. Sugar singles, by contrast, are declining in both.<sup>1</sup>

Sales in Symbols & Independents Year on Year

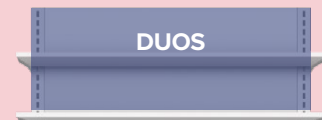


PLAN FOR PROFIT  
**TIP**

One-third of last year's growth in duos came from NPD - stay alert to new products driving sales.<sup>1</sup>

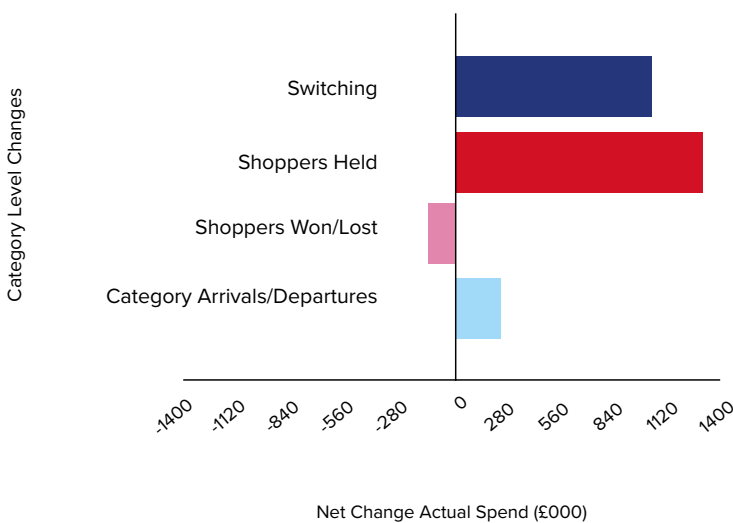


As duos grow in importance, review your range and merchandise them clearly together on top shelves.



## How are shopper behaviours shaping chocolate singles growth?

Most chocolate singles (including duos) growth in Symbols and Independents is driven by existing shoppers spending more year on year, signalling a healthy category.<sup>2</sup>



PLAN FOR PROFIT  
**TIP**

Attract new shoppers by cross-merchandising singles with food-to-go and hot and cold drinks to drive trial and increase basket spend.



1. Circana, Confectionery Singles, Value & Unit Sales vs. YA, 52 w/e 29th November 2025  
2. Kantar Take Home Panel, Symbols & Independents, 52 w/e 30th November 2025



# INNOVATIVE TREATS. BETTER FUTURE.

## mentos

Mentos Fruit is the UK's No.1 Fruit Single, worth £6.7m and growing at +15%†

**YES TO FRESH**



## Fruit-tella

Fruit-tella Strawberry Stick is worth £4.2m†

**FULL OF FRUITY JOY**



**CHUPA CHUPS IS THE FASTEST GROWING BRAND\* & No.2 IN THE SUBCATEGORY\*\***



## AVAILABLE NOW!

†Circana (UK) Ltd, All Outlets, Fruit Sweet Singles, Major Brand Level, Value Sales, 52 WE 1 Nov 2025

\*Circana (UK) Ltd, All Outlets, UK, Sweets to Type - Laces Lances Pencils Belts & Wands, Top 5 Major Brands, Unit Sales % Change v. YA, 52 WE 1 Nov 2025





















\*\*Circana (UK) Ltd, All Outlets, UK, Sweets to Type - Laces Lances Pencils Belts & Wands, Major Brand Level, Unit Sales, 52 WE 1 Nov 2025



# BEST SELLERS

These are the **best-selling** confectionery singles that shoppers expect to find in a convenience store.<sup>1</sup>



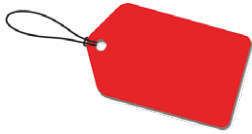
<p><b>BEST</b></p>  <p><b>Mars Duo</b> 78.8g</p>	<p><b>BEST</b></p>  <p><b>Snickers Duo</b> 83.4g</p>	<p><b>BEST</b></p>  <p><b>Twix Xtra</b> 75g</p>	<p><b>BEST</b></p>  <p><b>Kinder Bueno</b> 43g</p>	<p><b>BEST</b></p>  <p><b>Kinder Bueno White</b> 39g</p>
<p><b>BEST</b></p>  <p><b>Mars Chocolate</b> 51g</p>	<p><b>BEST</b></p>  <p><b>Twix Chocolate</b> 50g</p>	<p><b>BEST</b></p>  <p><b>Bounty Coconut</b> 57g</p>	<p><b>BEST</b></p>  <p><b>Milky Way Chocolate</b> 43g</p>	<p><b>BEST</b></p>  <p><b>Cadbury Wispa</b> 36g</p>
<p><b>BEST</b></p>  <p><b>Cadbury Wispa Gold</b> 48g</p>	<p><b>BEST</b></p>  <p><b>Cadbury Twirl</b> 43g</p>	<p><b>BEST</b></p>  <p><b>Cadbury Boost</b> 48.5g</p>	<p><b>BEST</b></p>  <p><b>Cadbury Starbar</b> 49g</p>	<p><b>BEST</b></p>  <p><b>Cadbury Crunchie</b> 40g</p>
<p><b>BEST</b></p>  <p><b>Cadbury Flake</b> 32g</p>	<p><b>BEST</b></p>  <p><b>Dairy Milk Chocolate</b> 45g</p>	<p><b>BEST</b></p>  <p><b>KitKat 4 Finger</b> 41.5g</p>	<p><b>BEST</b></p>  <p><b>Maltesers Chocolate</b> 37g</p>	<p><b>BEST</b></p>  <p><b>Milky Way Magic Stars</b> 33g</p>

1. SmartView Convenience Value & Unit Sales 52w/e MAT to 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 SINGLES

2m x 7 Shelf



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.

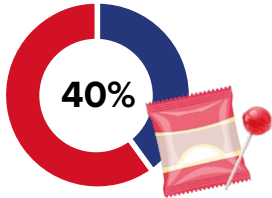


-  Core Range
-  Extended Range
-  NPD

# KIDS CONFECTIONERY

## How important is kids confectionery to Symbols & Independents?

For Symbols and Independent stores, kids' confectionery is a crucial part of the sweets category. It represents a larger share than in Multiples and is a key driver of store visits.



Symbols and Independents deliver over **40%** of total Kids Confectionery sales in the market.<sup>1</sup>



Kids Confectionery represents **35%** of total sweets unit sales in Symbols and Independents.<sup>1</sup>



Kids Confectionery is worth **£143m** in Symbols and Independents over the last 52 weeks.<sup>1</sup>

## When and why do shoppers buy kids confectionery?

Kids are key drivers of sweets purchases, with demand fuelled by rewards, celebrations and gifting. Kids often pester parents for sweets, making it essential for retailers to stock a strong kids' confectionery range.<sup>2</sup>



### Young family

I like sweet things **87%**

Having kids with me often leads to buying sweets **86%**

I buy sweets when I'm stocking up for a movie night or social get together **86%**

I like to experiment and try new flavours **81%**

I often add sweets to my basket during a bigger shop without planning to **81%**



### For my child



As a reward



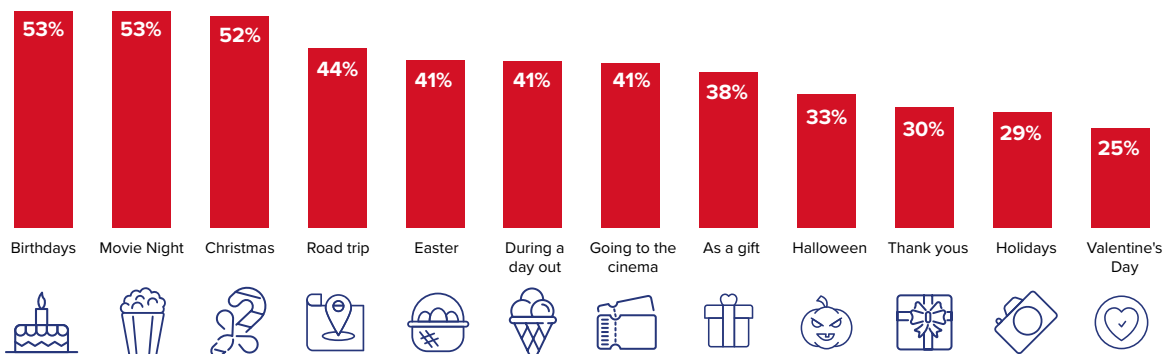
Celebration



Holiday gift

When buying for kids, sweets become purposeful.

Kids confectionery plays a role in creating bonding moments around key events and holidays, such as birthdays and Christmas, as well as everyday occasions like road trips or days out.<sup>3</sup>



1. Circana, Kids Confectionery, Total Market, Symbols & Independent, Value Sales, 52w/e 15th December 2025

2. Haribo Sweets Usage and Attitudes Survey July 2025. Base: Pre-Family (n=170), Young Family (n=213), Empty Nesters (n=55)

3. Haribo Sweets Usage and Attitudes Survey July 2025. All respondents (n=2,013)



PLAN FOR  
PROFIT  
**TIP**

The ideal Kids Confectionery range should include high-volume, low-price best-sellers such as chew bars, which are highly accessible and fast selling.



The range should also include more premium options, with clear product attributes that justify a higher price point.

**Kinder**  
**Country**



**Kinder**  
**Cards**



Melt-in-the-mouth  
chocolate

creamy milky filling

**Kinder**  
**CHOCOLATE**



# CHEWITS®

## THERE'S STILL NOTHING CHEWIER!



# BEST SELLERS



These are the **best-selling** kids' confectionery products and should form part of your core range.<sup>1</sup>



BEST



**Refreshers**  
Lemon

18g

BEST



**Refreshers**  
Strawberry

18g

BEST



**Drumstick**  
Original

18g

BEST



**Chewits**  
Strawberry

30g

BEST



**Haribo**  
Mega Roulette

45g

BEST



**Ring Pop**  
Lollipops

10g

BEST



**Juicy Drop**  
Pop

26g

BEST



**Bazooka**  
Push Pop

15g

BEST



**Brain Licker**  
Original

60ml

BEST



**Cadbury**  
Freddo

18g

BEST



**Cadbury**  
Fudge

22g

BEST



**Kinder**  
Surprise Egg

20g

BEST



**Kinder**  
Joy

20g

BEST



**Kinder**  
Happy Hippo

20.7g

BEST



**Kinder**  
Country

23g

1. SmartView Convenience Value & Unit sales 52w MAT to December 2025

# HARIBO

The No.1 sweets brand in convenience\*

No.1  
product in Single Sweets\*  
growing +85%\*\*



**Mega Roulette Sour Coming Soon!**

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

\*\*IRI Circana, Total Market and S&I, 52 w.e 29 Nov 25

**Kids and grown-ups love it so, the happy world of Haribo!**