

# FOCUS ON

Summer of Sport

Web App Guides In Store In Depot



# NO WALKERS NO GAME



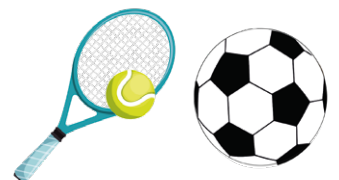
The biggest-ever football tournament will fuel weeks of at-home viewing and sustained sales growth.



Major sporting events drive bigger baskets as shoppers stock up on snacks and drinks.



A packed Summer of Sport creates repeated football spikes and ongoing sales opportunities.



# Score with GB's #1 Soft Drink Brand\* this FIFA World Cup 26™

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\*Total Market as measured by Nielsen & CGA - Coca-Cola Trademark (Coca-Cola, Diet Coke and Coke Zero) Volume in Litres, MAT to Dec 2025 © 2026 The Coca-Cola Company. COCA-COLA is a registered trademark of The Coca-Cola Company.

# FOCUS ON

## Summer of Sport

Web App Guides In Store In Depot

### 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 Summer of Sport, with the global football tournament set to be the biggest opportunity of all. This guide explores how major tournaments drive at-home viewing occasions and boost spend across key categories, while sharing key shopper insights and practical actions to help retailers maximise sales and make the most of this significant opportunity.

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

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## SUMMER'S BIGGEST FOOTBALL TOURNAMENT

This summer's major international football tournament will be one of the largest ever, featuring:



**3** host countries



**48** teams (+16 vs. 2022)<sup>1</sup>



**104** matches (+40 vs. 2022)<sup>1</sup>



**40** days of competition (+11 vs. 2022)<sup>1</sup>



Football engages **half** of the global population worldwide.<sup>1</sup>

The biggest-ever international football tournament, reaching **130m+** European viewers.<sup>1</sup>



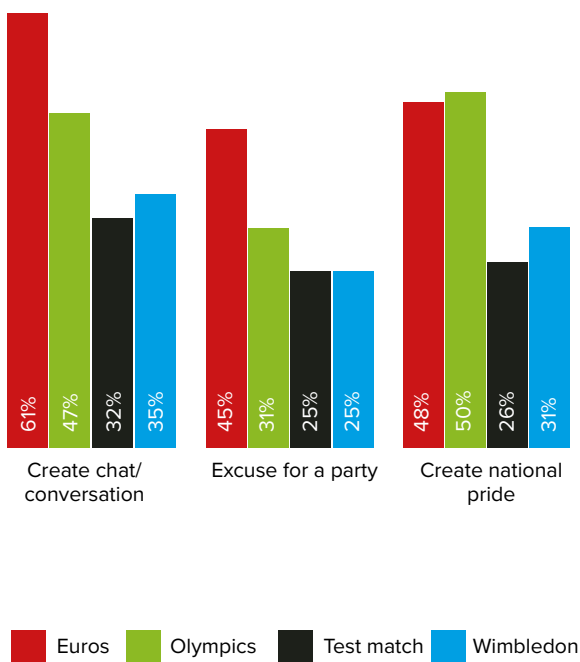
In the UK, football ranks as the top sport among Gen Z.<sup>1</sup>

1. FIFA Global Reporting + BEACH occasion & channel sizing vs. total shoppers - global view TCCC SSD

# UEFA EURO 2024

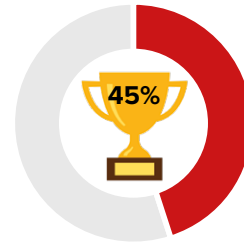
Major sporting events, particularly leading football tournaments, drive at-home social occasions, creating clear opportunities for retailers to grow food and drink sales.

What each sporting event is likely to create.<sup>1</sup>



In 2024's Summer of Sport, most of those interested in the Euros said they were likely to watch the tournament at home.<sup>2</sup>

% of GB Households are interested in the Euros '24

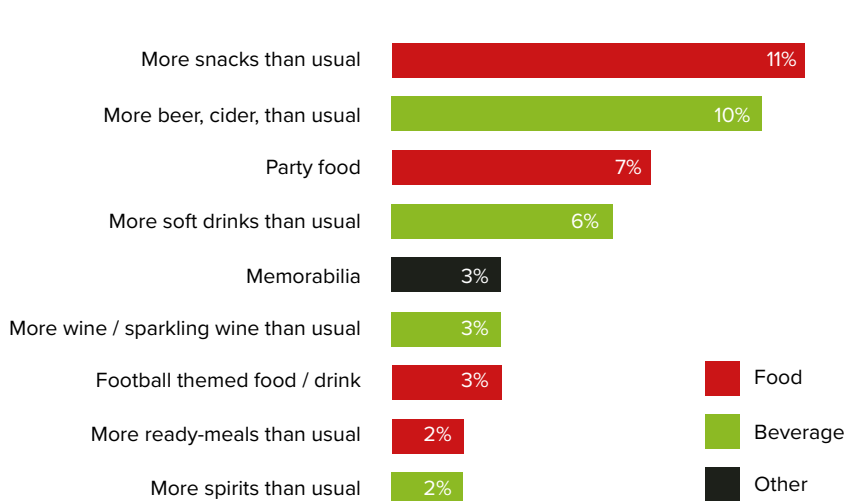


Location of viewing



During the tournament, shoppers bought more snacks, alcohol and soft drinks than usual, driving a clear uplift in sales.

What is your household likely to buy for the Euros 2024?<sup>2</sup>

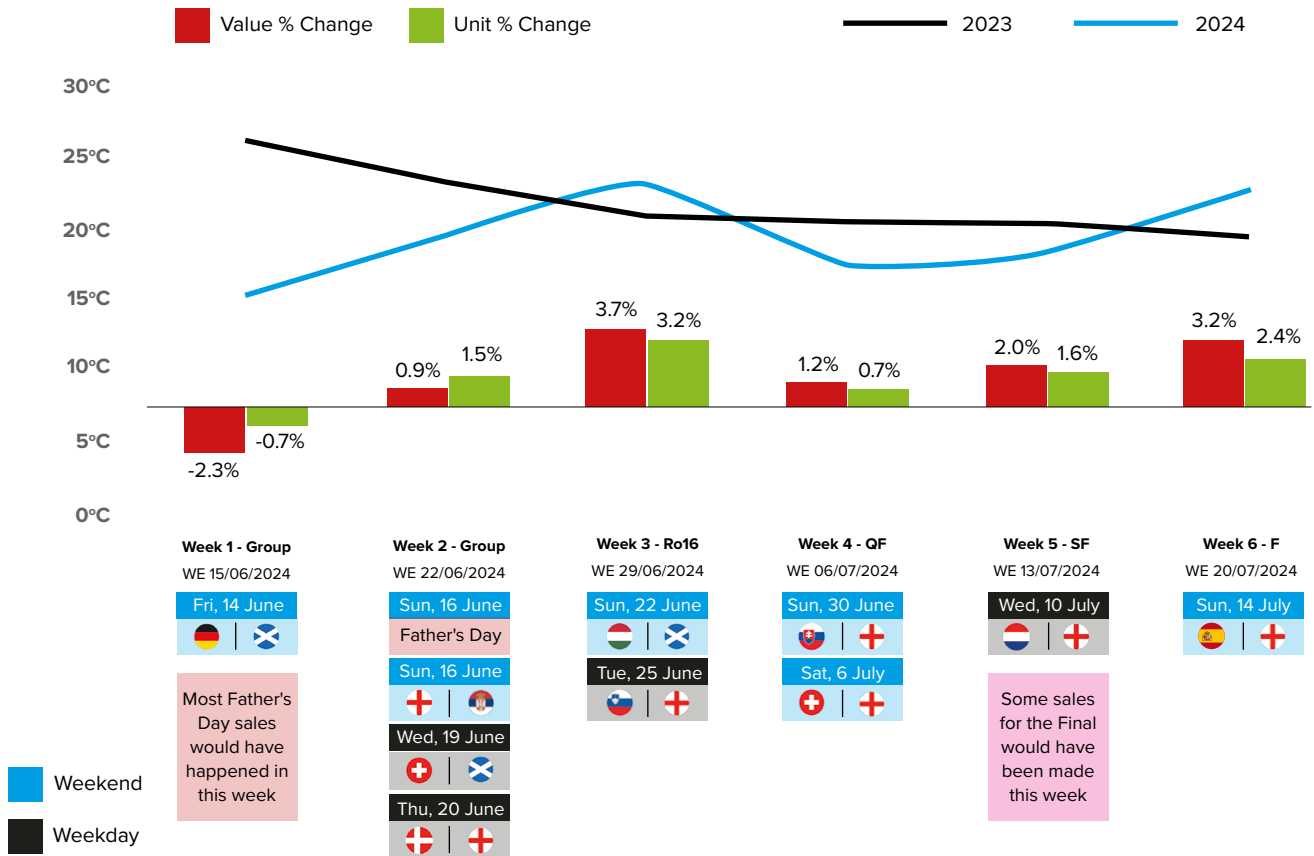


1. Kokoro, The Score Survey & Qualitative Interviews (28 March, n=1,985; Q51b, Q563b/c)  
 2. NielsenIQ, Homescan Attitudes to Retailers Survey (May 2024)  
 3. Met Office Hadley Centre, Central England Temperature Data; UEFA Euro 2024 Fixtures & Results (accessed 29 June 2024)

# WEATHER: THE ULTIMATE GAME CHANGER


The weeks with the highest growth in the tournament were those with better weather conditions compared to 2023.<sup>3</sup>

Total store value and unit sales % Chg. vs YA,  
Key tournament dates and average maximum temperature




Summer 2026 major sporting events ranked by scale & public importance.


- ## 1




**2026 FIFA World Cup**  
11 June - 19 July 2026
- ## 2




**Wimbledon Championships**  
29 June - 12 July 2026
- ## 3



**British Grand Prix (Formula 1)**  
2 - 5 July 2026
- ## 4

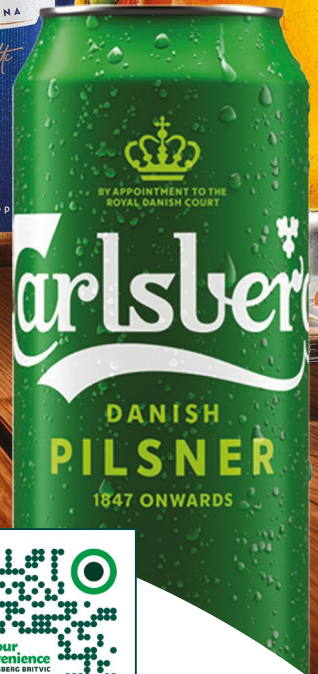
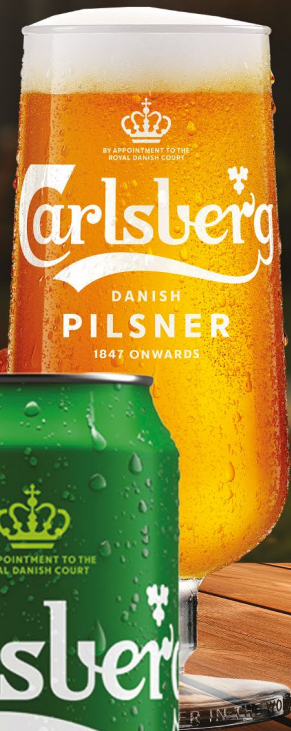


**The Open Championship**  
12 - 19 July 2026
- ## 5



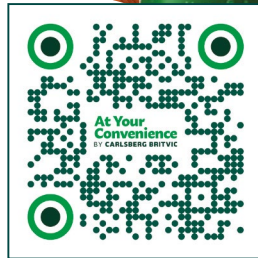
**Glasgow 2026 Commonwealth Games**  
23 July - 2 August 2026

# THE SUN IS SHINING



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# UNLOCKING SUMMER SPORT SALES

## Stock Your Core Best Sellers

**BEST**

Make sure you're fully stocked on your core range to maximise availability and avoid missed sales during peak match days and major sporting weekends.



Scan the QR code to view the Plan for Profit Core Range

## Focus on Brands with Added Value



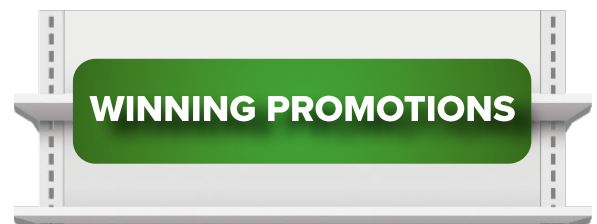
Prioritise products featuring on-pack promotions and competitions to drive shopper engagement and incremental spend throughout the summer of sport.

## Run Strong, Competitive Promotions



Keep promotions compelling and visible across key sporting events to stay competitive and drive volume during high-demand periods.

## Create a Standout Cross-Category Display



Use point-of-sale to build a high-impact display that links key categories and encourages bigger basket spend for match days, race weekends and finals.

## Maximise High-Traffic Space



Position key lines in prominent, high-footfall areas to increase visibility and impulse purchases during peak sporting moments.

## Drive Footfall Through Social Media



Promote the major sporting events as well as your in-store deals across your social media channels to generate awareness and store visits across this period.

# STOCK THE NO.1

## LARGE SHARING CRISP BRAND\*

