

FOCUS ON

Autumn Winter Confectionery

Web App Guides In Store In Depot



HARIBO & MAOAM

GET READY FOR MONSTER SALES



Stock up on the No.1 sweets for Halloween*



Autumn & Winter seasonal confectionery is worth **£27m¹**



1 in 5 shoppers choose sweets during key seasons²



1 in 2 shoppers prefer seasonally themed products²

*Source: IRI Circana, Total Market, 52 we 27 Dec 2025

**Source: Circana EPOS data 52 we 27th December 2025 – S&I

1. SmartView Convenience | Seasonal Value Sales | September to December 2025
2. Giraffe Insights – TrendSight 2025 – Sweets Category Usage and Attitudes Survey



When
it's Gone
it's Gone



RSP £1.25

Explore ways to **Plan for Profit**



Market Insight



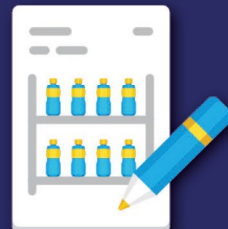
Range Advice



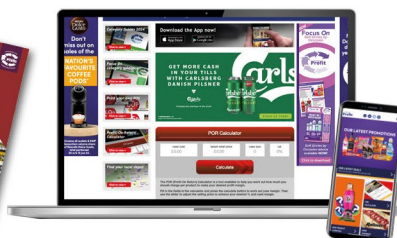
NPD



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In Store



In Depot

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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 spotlight the key Halloween and Christmas seasons, showing how retailers can drive sales and profits through confectionery. From early-season impulse buys to last-minute gifting options, we highlight the must-stock products, along with practical tips for setting up your store as a go-to destination for seasonal shopping.

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.



Callum Atkinson
Category Coordinator, Plan for Profit

DEDICATED TO THE INDEPENDENT RETAILER



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KEY TAKEAWAYS

1. Start early: Begin stocking seasonal impulse lines from September to build excitement throughout the season.



2. Cater to all needs: Offer a variety of formats to cover everyday treats, sharing moments, gifting and top-up shops, helping to boost sales.

3. Make value easy to find: Price remains front of mind, so use PMPs, simple pricing and clear value messaging.



4. Drive bigger baskets: Use secondary siting, clip strips, till points and food-to-go adjacencies to encourage extra seasonal purchases.

HALLOWEEN CONFECTIONERY

HALLOWEEN RETURNS TO GROWTH

Following a decline in Symbols and Independents in 2025, Halloween confectionery is forecast to return to both value and unit growth in 2026. This gives retailers a renewed opportunity to build excitement in store and drive seasonal sales.

Halloween 2026 is forecast to deliver¹:



SALES START EARLY AND FINISH STRONGLY

Halloween sales build well before the main event, but last-minute demand remains crucial.

SEPTEMBER - EARLY SEASON

15% of seasonal value sales are made in the first 3 weeks of the season.²



OCTOBER - LAST CHANCE

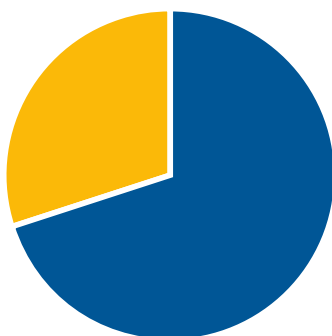
Nearly **25%** of value sales happen in the final week of Halloween.²

In 2026, **Halloween falls on a Saturday**, making late top-up shopping even more important.



CORE & THEMED BOTH MATTER

A strong Halloween range needs to balance proven all-year-round lines with themed excitement.



■ **70%** of Halloween sales come from **all year-round products**³

■ **30%** of sales come from **Halloween-themed lines**³

Sharing bags account for **almost a third of sales**, making them a must-stock format.²



Themed lines create excitement in store, but core ranges still drive most sales. Retailers should use sharing bags as the hero format, supported by selected themed lines and proven core products.

1. Mars Wrigley Confectionery | Historic Nielsen Data

2. SmartView Convenience | Value Sales | September–November 2025 vs 52w average

3. Circana Total Themed Halloween Confectionery Total Market data 9 we 2nd Nov 2025 vs YA



HALLOWEEN SHOPPER MISSIONS

Halloween is no longer just about trick-or-treat. Shoppers buy across several seasonal occasions, so the best ranges cover multiple needs.

Trick-or-Treat

Easy handout formats: multipacks, wrapped treats and larger packs.



Seasonal Everyday

Themed sweets and sharing bags help shoppers get into the season early.



Sharing & Parties

At-home occasions drive demand for sharing bags and variety packs.

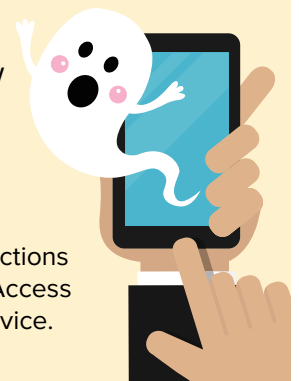


PLAN FOR
PROFIT
TIP

1. Launch Halloween displays early to capture seasonal excitement.
2. Prioritise sharing bags, multipacks and selected themed lines.
3. Keep trick-or-treat formats visible and easy to shop.
4. Use secondary siting to drive impulse purchases.
5. Maintain availability through the final week of the season.
6. Use social media to let shoppers know your Halloween range is in store.



*HFSS restrictions may apply. Access ACS for advice.



TREAT YOUR SHOPPERS

No.1
self-eat
product,
Christmas '25



to a little
festive
fun

new
mini **santas**



from the
world's
biggest
chocolate brand

CHRISTMAS CONFECTIONERY

CHRISTMAS SET TO BUILD MOMENTUM

Christmas remains the biggest seasonal opportunity in confectionery, with the market forecast to grow in both value and units in 2026.

Christmas 2026 is forecast to deliver¹:



With unit growth forecast to return in 2026, retailers have an opportunity to build strong seasonal displays, signpost value clearly and maintain availability through the key December trading period.

SHOPPERS ARE STILL ENGAGED BUT BUYING SMARTER

Christmas confectionery remains highly relevant, but shoppers are managing budgets more carefully.



Christmas confectionery penetration remained steady at

87%²



Shoppers still engaged

Value Drivers²

Price increases helped drive value



Performance Drainers²



Shoppers bought fewer packs

Shoppers made fewer trips

PLAN FOR
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TIP

What retailers can do:



Use PMPs and clear pricing
Show value quickly



Visible Displays
Make Christmas easy to shop



Affordable Treats & Gifts
Give shoppers reasons to buy



Availability
Keep key lines in stock through December

1. Mars Wrigley Confectionery | Historic Nielsen Data

2. NielsenIQ Scantrack & Kantar WPO | Total Christmas Confectionery | 24W to WE 27/12/25



SEASONAL CONFECTIONERY IS INCREMENTAL, DRIVES EXCITEMENT TO THE STORE AND IMPULSE PURCHASES WITH TWO KEY PHASES

Christmas ranges and decorations in store are the signifier for shoppers that Christmas is coming.

FAST START

Fast start accounts for 23% of total Christmas confectionery sales in Indies and Symbols and it is 5ppt higher than Total Market.*

GET YOUR SHOPPERS EXCITED EARLY!



NO.1
CHRISTMAS
NOVS**



NO.2
POUCH*



NO.1
SKU IN
SHARING
NOVS*

FANFARE FINISH

Gifting finish accounts for 37% of total Christmas in I&S so it is crucial to get this phase right.**



NO.1
ADVENT
CALENDAR**

Tray made
with 35%
recycled
plastic



NO.1
SELECTION**



NO.1
EVERYDAY
GIFT
BRAND**



NO.1
MDLZ
GIFT BLOCK**



*Nielsen, Total Market, Total Christmas value sales, 24 weeks data to we 27.12.25
**Nielsen, I&S, Total Christmas value sales, 24 weeks data to we 27.12.25

Mondelēz
International

CHRISTMAS WINNING FORMATS

Christmas shoppers buy across multiple missions, from self-treat and sharing to gifting and stocking fillers. Get the most out of Christmas confectionery sales, with strongest retailers offering the right formats at the right time of season.

Self-Eat & Small Sharing

Self-eat and small sharing are key early-season formats because they:

- Drive early seasonal sales
- Offer an accessible entry price point
 - Encourage repeat purchase
 - Fulfil multiple shopper missions



of shoppers buy choc bitesize before Christmas.

These formats should be available and visible from the start of the season, not just in December.

PLAN FOR
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TIP

Stock self-eat and small sharing early to start the season strongly.

Use boxed and tubs to capture gifting and late-season missions.

Pair promotions with strong displays to maximise impact.

Keep value-led seasonal lines visible for price-conscious shoppers.

Add selected NPD while keeping proven core SKUs front of mind.

Confectionery Seasonal Share¹

INDEPENDENTS

34%

44%

9%

13%

SELF EAT

SMALL SHARING

LARGE SHARING

SEASONAL BLOCK

Self-eat and small sharing account for the majority of seasonal confectionery sales in independents, making them the key formats to prioritise early.

Retailers should phase these formats across the season to match how shoppers buy.

1 EARLY SEASON



Self-eat and small sharing

2 MID-SEASON



Advent & Sharing

3 LATE SEASON



Boxed/tubs/ gifting

TAP AND UNWRAP THIS CHRISTMAS



BY
POPULAR
DEMAND,
I'M BACK!



*Nielsen 17w/e to 27.12.25. Total Christmas Chocolate value.

BEST SELLERS



Halloween Confectionery¹



Haribo
Starmix

Mini's



Haribo
Sour Skeletons

140g



Maoam
Halloween Mix

140g



Swizzels
Mummy Mix

340g



Swizzels
Sweet Shop Favourites

Tub

Christmas Confectionery¹



Cadbury
Puds

35g



Maltesers
Reindeer Gingerbread

29g



Haribo
Elf Surprises

140g



Cadbury
Santa

Selection Box



Cadbury
Dairy Milk

Advent Calendar

All Year-Round Gifting¹



Maltesers
Box

110g



Terry's
Chocolate Orange

145g



Lindt
Lindor Truffles

137g



Cadbury
Heroes

290g



Nestle
Dairy Box

160g

**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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