

FOCUS ON

Back to School

Web App Guides In Store In Depot



STOCK SMART FOR

BACK TO SCHOOL

CATEGORY INSIGHTS, TRENDS
AND MUST STOCK LINES



Single PMP crisps peak in September. Prioritise space and visibility for best sellers.¹



Cereal sales peak during Back to School, with taste as the top driver of choice.²



Confectionery sales rose **+6%** Year-on-Year during Back to School across Symbols & Independents.³

1. Nielsen NIQ to 18.04.26 | Symbols & Independents | Latest 52wks | Value Sales
2. SmartView Convenience Value Sales 13w to September 2025
3. Circana, Value Sales, Symbols & Independents, 4we 6th Sept 25 and 4we 4th Oct 25

TREATS FOR EVERY BREAK TIME



STOCK UP NOW

Also available in standard non flashed price-marked packs. Retail pricing is at the sole discretion of the retailer
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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 September's busy Back to School period, a key moment of transition for the UK's 8.5 million families with dependents and more than 2 million university students. As routines reset, shoppers will look to retailers for convenient and trusted solutions.

Inside, you'll find key insights, growth opportunities and must-stock bestsellers across cereals, confectionery and crisps, snacks and nuts to help retailers make the most of this crucial trading period.

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

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KEY TAKEAWAYS

Drive visibility with impactful Back to School displays featuring lunchbox and breakfast essentials.



Younger shoppers are more likely to buy on the move or as part of a meal deal, so maximise visibility in Food to Go.



Use social media to promote the Back to School event and deals you're offering to drive footfall.



CONFECTIONERY

Total Confectionery Back to School Uplift

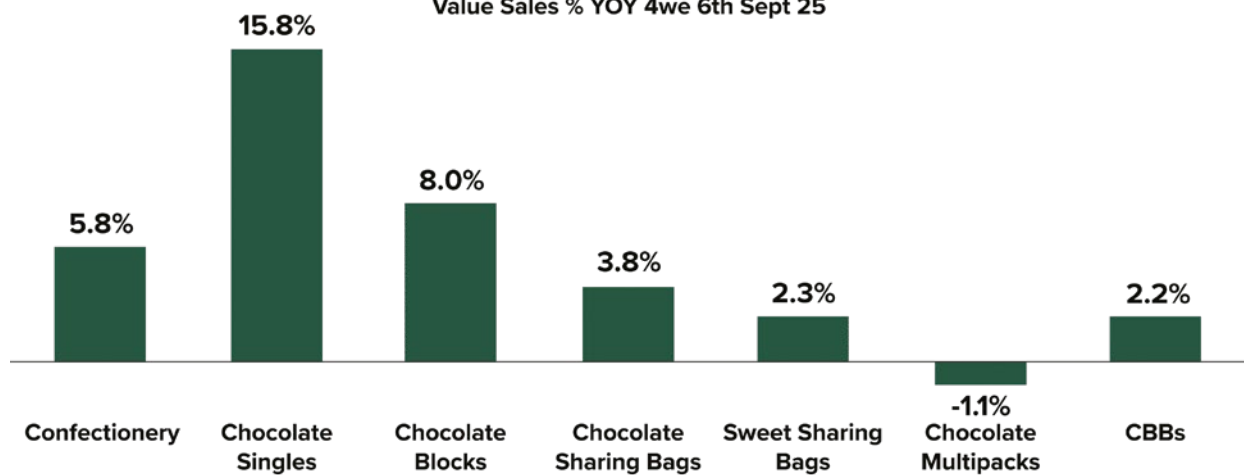
Total Confectionery sales during the 2025 Back to School period were up **+6% Year-on-Year** across Symbols and Independents.¹



Growth was driven by key categories including Singles, Blocks, Sharing Bags, Chocolate Biscuit Bars and Multipacks.¹

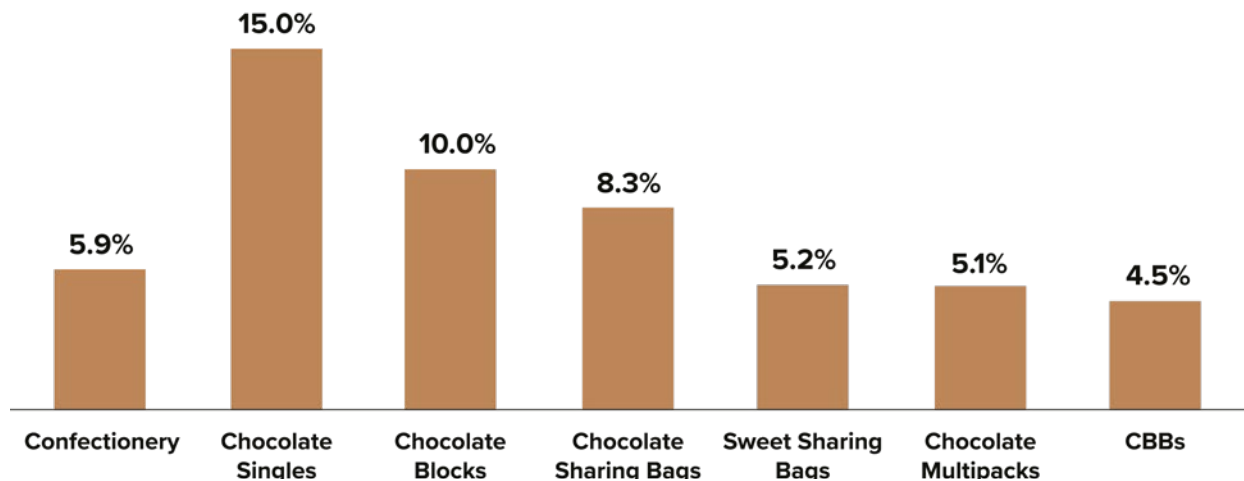
Lead up to Back to School¹

Value Sales % YOY 4we 6th Sept 25



Back to School month¹

Value Sales % YOY 4we 4th Oct 25



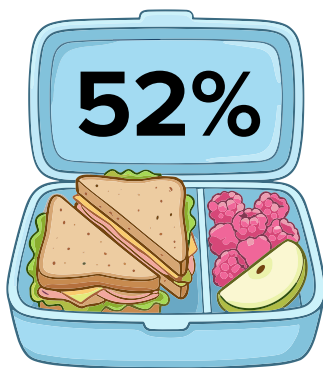
1. Circana, Value Sales, Symbols & Independents, 4we 6th Sept 25 and 4we 4th Oct 25

2. IGD ShopperVista. Base: 1000+ GB shoppers, Aug'25.

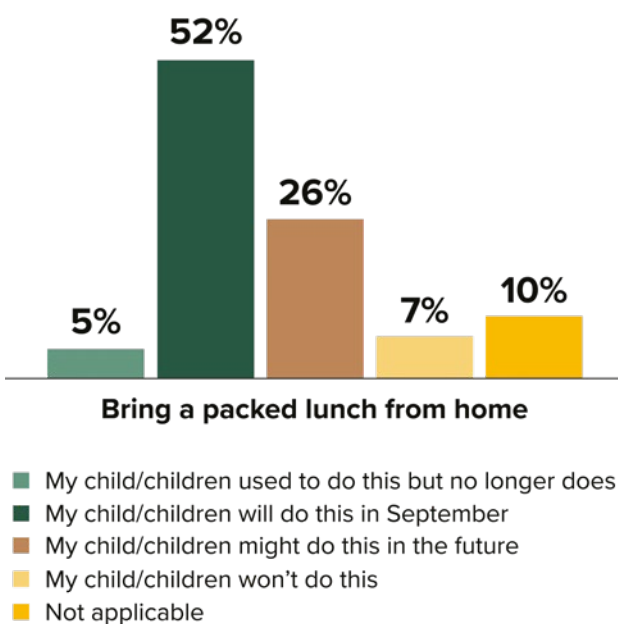
3. Worldpanel by Numerator, Symbols & Independents, 4we 7th Sept 25 vs a year ago



52% of shoppers with school-aged children said their child would be taking a packed lunch to school in September.²

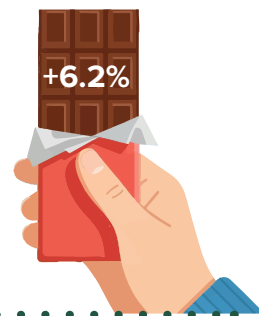


Will shoppers be using packed lunches as a school food option?



Chocolate Biscuit Bars and Multipacks are ideal lunchbox fillers, helping shoppers stock up for the new school term.

New Confectionery shoppers in Symbols and Independents around Back to School week have grown **+6.2% Year-on-Year.**³



Confectionery baskets around Back to School week have grown **+10.6% Year-on-Year.**³



**PLAN FOR
PROFIT
TIP**

Maximise the Back to School period this year by stocking must-have confectionery lines.

Merchandise and signpost Back to School categories together to make shopping easier and help drive higher basket spend.

NO.1 TUBES BRAND IN SYMBOLS & INDIES*



*Source: Circana: GEMs Spain - Non-Chocolate Report Refresh March 26

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NPD



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BEST SELLERS

Chocolate Biscuit Bars¹



KitKat
2 Finger
6 Pack



Tunnocks
Caramel Wafer
4 Pack



Cadbury
Time Out
6 Pack



McVities
Club Orange
7 Pack



Blue Riband
6 Pack

Multipacks¹



Galaxy
Ripple
3 Pack



Cadbury
Twirl
5 Pack



Cadbury
Wispa
4 Pack



Mars
Chocolate
3 Pack



Kinder
Chocolate
8 Pack

Choc Singles¹



Kinder
Surprise
20g



Kinder
Joy
20g



Kinder
Bueno
43g



Kinder
Bueno White
39g



Milky Way
Magic Stars
33g

Sugar Singles¹



Drumstick
Squashies
60g



Rowntrees
Fruit Pastilles
48g



Skittles
Fruits
45g



Haribo
Mega Roulette
45g



Fruit-tella
Strawberry
41g

1. SmartView Convenience Value Sales 52w MAT to May 2026

CRISPS, SNACKS & NUTS



Crisps and Snacks is a **£5.3bn** category, growing **+0.4%** in the latest year.¹

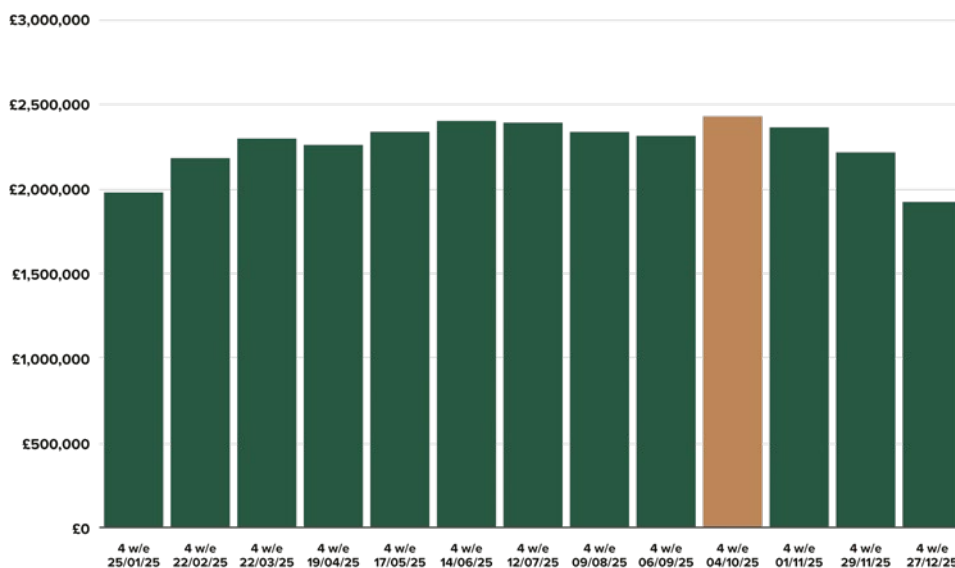
Within Symbols and Independents, Crisps and Snacks are worth **£650m** and growing ahead of the Total Market at **+1.9%** in the latest year.¹



Category Breakdown¹

Category	% of Value Sales	% Chg vs. YA
Sharing PMP (£1.35)	59%	7.4%
Singles	16%	-8.8%
Large Sharing	14%	1.7%
Multi-pack	5%	-15.2%
Nuts	3%	3.0%
Popcorn	3%	3.1%

Value Sales of PMP Handypack (49/50/55p Ranges)



Single PMPs within the 50p range saw their highest sales period in the 4 weeks to 4th October 2025, highlighting a key sales opportunity throughout September.¹



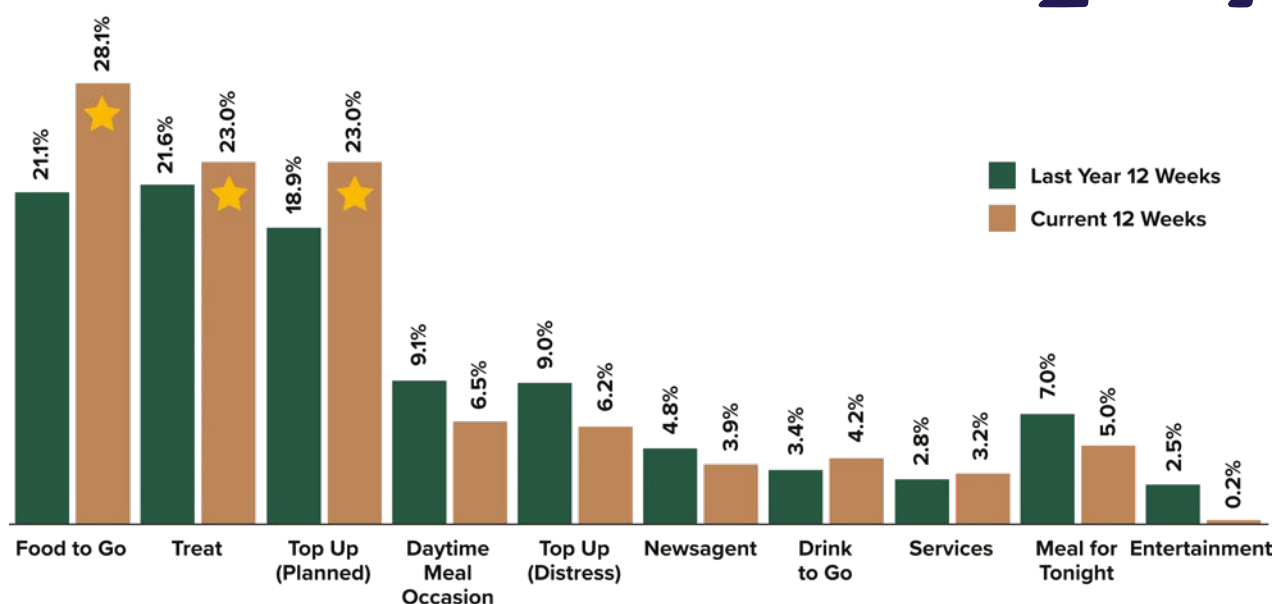
1. Nielsen NIQ to 18.04.26 | Symbols & Independents | Latest 52wks | Value Sales
 2. Lumina | Symbols & Independents | 18.04.26

The top 3 Crisps, Snacks and Nuts shopper missions, Food to Go, Treat and Planned Top-Up, all grew Year-on-Year during Back to School. This creates opportunities around lunchboxes, after-school treats and top-up shops.²



12wks to 30.11.25 CSN Shopper Missions

Channel/Retailer Top 10 Missions
Crisps & Snacks, Symbols & Independents



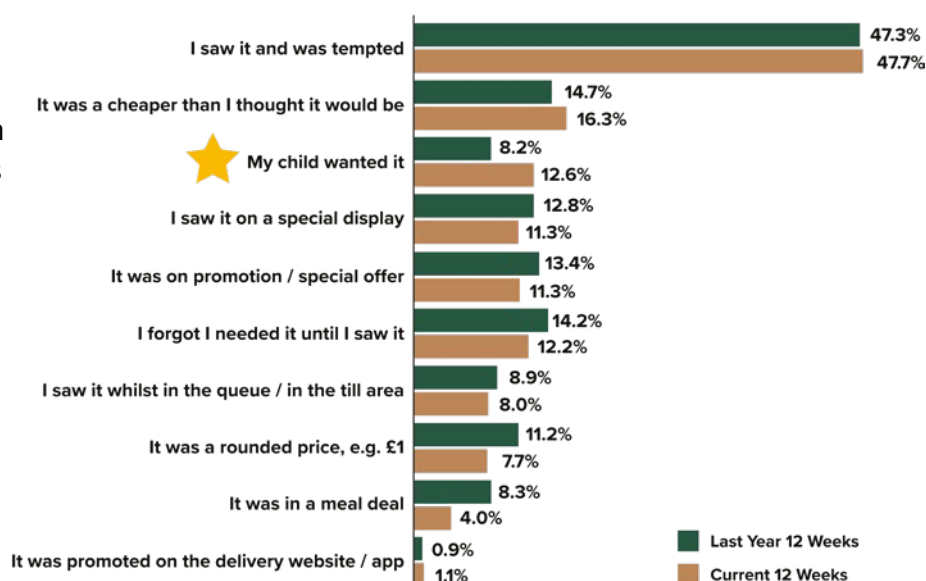
'My child wanted it'

is the 3rd most important reason for choosing Crisps, Snacks and Nuts and has grown in importance Year-on-Year. This creates a clear opportunity for retailers to make child-focused products more visible in-store.²



12wks to 30.11.25 Reasons for Purchase

Channel/Retailer Reason for Impulse Purchase
Crisps & Snacks, Symbols & Independents



Big or Small

Back To SCHOOL



PMPS
OFFER YOUR
CONSUMERS
**GREAT CHOICE
& VALUE!**



**25 OF THE 30
TOP SELLING
SKUS ARE
PMPS***

**NEARLY
40%
OF THE SHARING
PMP MARKET***

**STOCK THE KP
VAT FREE
RANGES FOR
MORE CASH BACK!**



snack**KP**Partners

*Nielsen NIQ Value Sales - S&I L52w to 22/3/25.
*Lumina Intelligence Convenience Tracking Programme 52WE 28/04/2024.

CRISPS, SNACKS & NUTS



PLAN FOR
PROFIT
TIP

Stock a strong range of best-selling £1.35 PMPs, the leading Crisps and Snacks sales format in Symbols and Independents.

PMP



Give Multipacks clear space in-store to support planned missions for packed lunches and cupboard fillers.

Capture child-led purchases by ranging child-friendly Crisps and Snacks, with Single PMPs well placed to meet this need.



BEST SELLERS¹



Hula Hoops
Big Hoops BBQ
70g



Quavers
Cheese
54g



Doritos
Chilli Heatwave
70g



Hula Hoops
Big Hoops Salted
70g



McCoys
Flame Grilled Steak
65g



Walkers
Cheese & Onion
70g



Pringles
Sour Cream & Onion
165g



Pringles
Texas BBQ Sauce
165g



Wotsits
Really Cheesy
60g



Nik-Naks
Nice 'N' Spicy
75g

Hartley's Jelly

UK's No.1 Jelly*

**REAL
FRUIT
JUICE**



**PERFECT FOR
LUNCHBOXES**

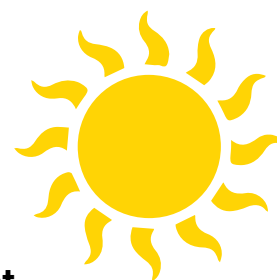
*Circanca Data w/e 18 April 2026.

BREAKFAST CEREAL

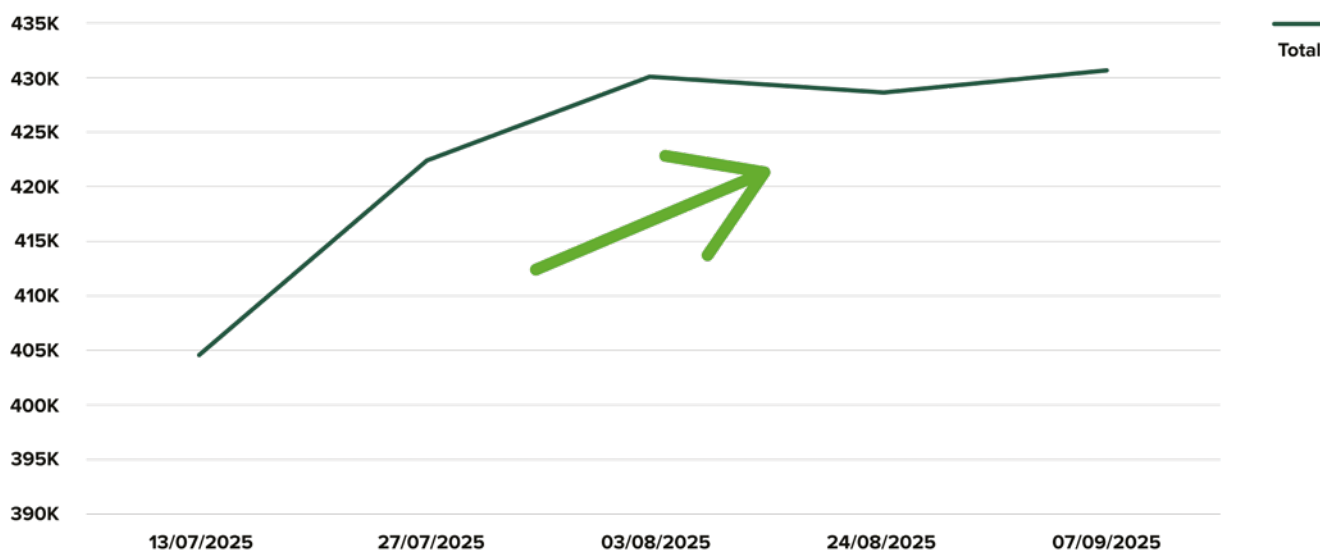


Peak Sales Period

Cereal sales rise sharply over the summer holidays, peaking during the Back to School period. In 2025, volume sales in the eight weeks prior to 7 September were up **+5%** versus the rest of the year.¹



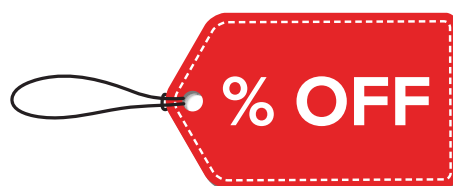
Cereals Volume Sales 13th July to 7th Sept



In Independents and Symbols, Family Flavoured is the key growth segment, up **+2.5%** year on year and supporting overall category performance.²



Promotional activity is capturing a significant share of spend, now accounting for **33%** of cereal value sales.³



1. SmartView Convenience Value Sales 13w to September 2025

2. SmartView Convenience Value Sales 52w to April 2026

3. NielsenIQ, Total Cereals, Total Market, 52w to 28/3/2026

PRIME

HYDRATION DRINK



10%
COCONUT WATER



ELECTROLYTES*



LOW
SUGAR



B VITAMINS



*Magnesium contributes to normal muscle function

BREAKFAST CEREAL



PLAN FOR PROFIT TIP

Prioritise promotions on bestselling cereal brands during summer and Back to School to capture seasonal spend.



Make breakfast easy this Back to School with cross-category displays featuring all the essentials for busy school mornings.



BEST SELLERS



Weetabix
Original

24's



Kellogg's
Crunchy Nut

460g



Kellogg's
Corn Flakes

450g



Kellogg's
Coco Pops

420g



Kellogg's
Rice Krispies

430g



Kellogg's
Frosties

470g



Kellogg's
Krave Choc Hazelnut

410g



Kellogg's
Fruit & Fibre

500g



Kellogg's
Variety

8 Pack



Quaker
Golden Syrup

57g

BUCKETS OF FLAVOUR. DIVE IN.

