

FOCUS ON

Crisps, Snacks & Nuts

Web App Guides In Store In Depot



NO WALKERS NO GAME



Crisps & Snacks drive **20%** of footfall in Symbols & Independents.¹



Sharing PMP accounts for **60%** of category sales.²



73% of snack shoppers say value for money is crucial.³

1. Lumina Intelligence CTP to 14/09/25
2. Nielsen Symbols & Indies 52wk to 24/01/26 Value Sales
3. Spark Emotions Bagged Snacks Shopper Research 2025

FOR THE INDEPENDENT CHANNEL

OVER 65%

OF BAGGED SNACK SALES*[‡]

= SHARING PMPs!

KP Snacks
**BIGGEST
EVER**
Sharing PMP
Range

The UK's No.1 Popcorn Brand*

BBQ Big Hoops - The UK's Best-Selling Sharing PMP*

The UK's No.1 Nut Brand*

The UK's No.1 Ridge Cut Crisp*

NEW

NEW MCCOY'S PEANUTS ADDED TO THE RANGE!

EVEN GREATER VALUE from our VAT FREE Brands...

KP'S VAT FREE RANGE

The UK's No.1 'better for you' Sharing Brand**

snack**KP**Partners

*NielsenIQ, Value Sales, Total Coverage, MAT, w/e 04.11.23, **NielsenIQ, MAT TV to 23.09.2023, †Nielsen IQ, 52 w/e 01.11.25. Independent Channel.

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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 Crisps, Snacks & Nuts category. Ranked as the **third** most important category for independents in driving footfall, it's one retailers should fully maximise. In this issue, we highlight performance in the impulse channel, explore what's driving growth, and showcase the big NPD bets for 2026 alongside must-stock core bestsellers.

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

DEDICATED TO THE INDEPENDENT RETAILER



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BIG CATEGORY, BIGGER OPPORTUNITY

Crisps, Snacks & Nuts

Worth **£5.3bn** in the UK.¹



Purchased by **98%** of UK households.¹



85% of shoppers buy them at least once a week.¹



Featured in almost **1 in 5** baskets.²

1. NielsenIQ Scantrack 52w July 2025; Kantar Worldpanel July 2025
2. Lumina Convenience Tracking Programme 12w to 14/09/25

TOP TIPS

FROM



Tayto

GROUP LIMITED

SNACKING SORTED

Savoury Snacks is worth over

£4.7 BILLION

Shopped by

96%

of consumers²

Over

65%

of consumers purchase at least once a week²

DON'T MISS OUT ON PORK SNACKS

Midland Snacks is the #1 brand³

30% of convenience retailers who sell crisps and snacks don't sell pork snacks, **missing out on a slice of a £45m market⁴**



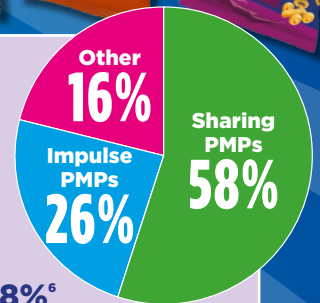
PMPs ARE A MUST STOCK

for independent retailers and account for

81% of sales⁵



STOCK KEY PRICE POINTS



Sharing PMPs (£1+): 58%⁶

- Worth over half of all snack sales
- Golden Wonder's £1 PMPs are **outperforming the market** and growing at +24.2% vs. +0.4%⁷

Impulse PMPs (<£1): 26%⁸

- Significant footfall driver
- **Over 20 million** Golden Wonder impulse packs sold per year⁹



STOCK NPD TO DRIVE SALES AND INTEREST

- **Oinks £1 PMP**
Best-selling Impulse Product.¹⁰
Available NOW.
- **Saucers Sour Cream & Onion £1 PMP**
Back by popular demand.
Available NOW.
- **Bikers Cheese & Onion 35p PMP**
New nHFSS addition to range.
Available APRIL.
- **Ridges £1 PMP**
In best-selling flavours.
Available APRIL.



Sources: 1. Circana (UK) Ltd | All Outlets | GB | Savoury Snacks | Value Sales | 52 WE 17 Jan 2026. 2. Norstat | Jan 26. 3. Circana (UK) Ltd | Symbols & Independents | GB | Pork Snacks | Value Sales | 52 WE 17 Jan 2026. 4. Circana (UK) Ltd | Symbols & Independents | GB | Crisps, Snacks & Popcorn and Pork Snacks | Store Count Where Scanned & Value Sales | 52 WE 17 Jan 26. 5. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks | Value Sales | 52 WE 17 Jan 2026. 6. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks 99p - £1.50 | Value Sales | 52 WE 17 Jan 2026. 7. Circana (UK) Ltd | Symbols & Independents | GB | Sharing PMP Snacks 99p - £1.50 | Unit Sales & Unit Sales % Change vs YA | 12 WE 17 Jan 2026. 8. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks less than £1 | Value Sales | 52 WE 17 Jan 2026. 9. TGL internal sales | Dec 25. 10. Circana (UK) Ltd | Symbols & Independents | GB | PMP Snacks less than £1 | Unit Rate of Sale | 12 WE 17 Jan 2026.



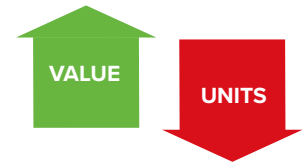
SNACKING SORTED

STOCK UP NOW!

CRISPS, SNACKS & NUTS PERFORMANCE

Channel Performance

Crisps, Snacks & Nuts in Impulse is growing in value but declining in units, with Forecourts leading growth driven by increased footfall.¹



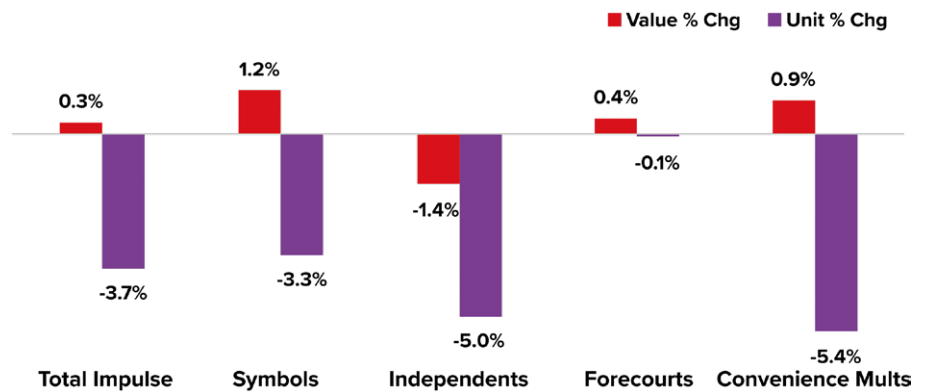
Total Impulse

Value Sales: **£863m**
Change: **+0.3% (+£3.2m)**.¹

Unit Sales: **656m**
Change: **-3.7% (-24.8m)**.¹



Impulse Performance by Channel¹

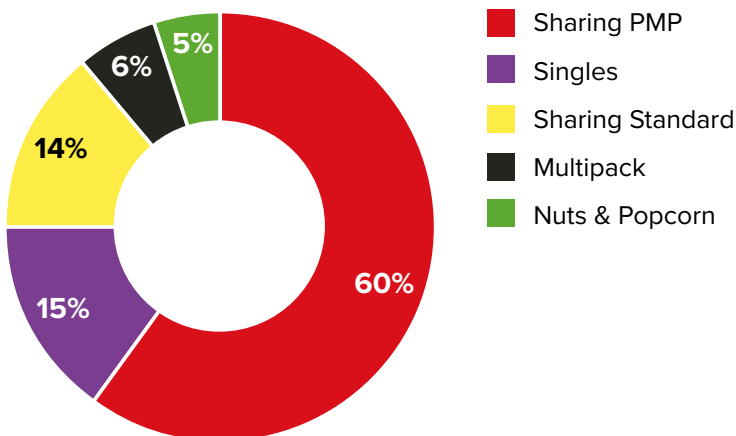


Category Performance

Sharing PMP accounts for **60%** of Crisps, Snacks & Nuts sales across Symbols and Independents and continues to grow, while Multipacks and Singles are in decline.²



Category Breakdown



| Category | Value Sales Change |
|------------------|--------------------|
| Sharing PMP | +7% |
| Singles | -9% |
| Sharing Standard | 0% |
| Multipack | -15% |
| Nuts & Popcorn | +2% |

1. Nielsen Total Impulse 52wk to 24/01/26 Value & Unit Sales

2. Nielsen Symbols & Indies 52wk to 24/01/26 Value Sales

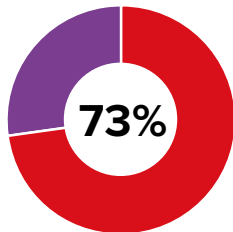
KEY TAKEAWAYS



Deliver Value for Money

Shoppers are looking for value for money when buying crisps and snacks and that doesn't just mean low prices.

73% of snack shoppers say value for money is crucial.¹



Buy 2 for £

47% said promotions were important.¹

PLAN FOR PROFIT
TIP



Look out for brands offering added value through on-pack promotions, brand partnerships and competitions.

Run strong promotions and place offers within arm's reach for quick grabs.

Priorities Bestselling PMPs

PMPs continue to play a big role and are key to driving footfall, winning on value and growing sales.



Sharing PMPs account for 60% of category sales.²

Top 10 bestselling SKUs are all PMPs.²



65% of retailers say PMPs increase sales.³

PLAN FOR PROFIT
TIP

Dedicate two thirds of fixture space to Sharing PMPs, with bestselling lines positioned at eye level.



1. Spark Emotions Bagged Snacks Shopper Research - March 2025
 2. Nielsen Symbols & Indies 52wk to 24/01/26 Value & Unit Sales
 3. Lumina Retailer Attitudes & Behaviours Study 52w to June 2025
 4. Lumina Convenience Tracking Programme 12w to 14/09/25
 5. Lumina Convenience Tracking Programme data Q1 2025

MAXIMISE VISIBILITY

Product placement remains the most crucial factor behind impulse purchasing.

48% of purchases happen because shoppers "saw them and were tempted".⁴



86% of snack occasions include a drink - most often alcohol.⁴

Positioning out of aisle can drive a 22% increase in purchase.⁵



PLAN FOR PROFIT
TIP



Maximise basket spend by merchandising relevant products together.

Use clip strips to pair with complementary categories.



+20% EXTRA FREE



RRP
£1.25

GRAB A
BIGGER BAG
OF BRITAIN'S FAVOURITE
CRINKLE-CUT CRISPS*



GLUTEN FREE
&
VEGETARIAN

NEW

LOCAL LIVING

THE EVERYDAY ESSENTIALS RANGE



SMART ON VALUE, **BIG ON FLAVOUR**

73% of shoppers prioritise value for money
& Own Brand meets their needs.

Source: Spark Emotions Bagged Snacks Shopper Research – March 2025



Scan to find
your nearest
stockist

NEW PRODUCT LAUNCHES 2026



Doritos 3D PMP
Available: Now

Doritos 3D delivers a bold new snacking experience, combining iconic Doritos flavours with a light, puffed 3D shape. Crunchy on the outside and airy inside, it offers intense taste, playful texture, and standout shelf appeal for adventurous snackers.



Walkers 85p PMP
Available: Now

The new 85p PMP Walkers Crisps flavours bring exciting choice and great value to the core crisp fixture. Trusted Walkers quality combined with bold, on-trend flavours drives impulse purchase, rate of sale, and accessibility for everyday shoppers looking for affordable variety.



McCoy's Salted PMP
Available: January 2026

McCoy's is the UK's No.1 Ridged Cut Crisps and the No.5 CSN brand in Impulse. Growing +7% YOY, it is purchased by 1 in 4 households. With 20% of bagged snacks sales coming from Salted flavours, KP are delighted to complete the McCoy's PMP line up with McCoy's Salted.

Nielsen Data 2025 / MMR McCoy's Optimal Range 2025



Skips Salt & Vinegar PMP
Available: February 2026

Combining the Iconic Skips with a mainstream flavour that delivers on Skips "Tongue Tingling Flavour". Salt & Vinegar is the 4th biggest flavour in Impulse and 10% of CSN sales...Introducing Skips Salt & Vinegar.

NielsenIQ, & Kantar 2025



McCoy's Coated Peanuts PMP
Available: March 2026

Introducing McCoy's Coated Peanuts, bringing snack energy into the category with bold flavour, serious crunch and made with KP Peanuts. Tasty Nuts are growing 3x faster than crisp & snack's and are seen as a healthier choice with the coated nuts segment being one of the fastest moving in snacking.



Golden Wonder £1 PMP NPD
Available: February & May 2026

Two iconic favourites, now bigger and bolder. Oinks bring their distinctive flavour and texture to a £1 sharing bag, while Smoky Paprika Ridges deliver deep-ridged crunch and bold taste. Clear price confidence, strong margins, instant recognition, and standout shelf presence for convenience and wholesale.



Nik Naks Xtra Hot 'N' Fiery PMP
Available: March 2026

Nik Naks is the No.6 best selling PMP brand and has grown +90% YOY. With 51% of the UK population loving Spicy food and Spicy being the 3rd largest flavour in Impulse, KP are turning up the heat with a brand-new flavour... Introducing Nik Naks Xtra Hot 'N' Fiery.

NielsenIQ 2025



Pringles BK Bacon Double Cheese & Chicken Royale PMP
Available: April 2026

King of snacks meets king of burgers! From the No.1 large sharing crisp brand*, stock our bold, limited edition Pringles x Burger King flavours now - uniting iconic taste and irresistible crunch. Available for six months only, it's the perfect moment to elevate your snack aisle. Don't miss out!

Circana, Large Sharing Crisps, Symbols, Independents & Nisa, Value Sales to 30/12/24



Pringles Minis Sour Cream & Onion and BBQ PMP
Available: July 2026

Bag more sales with the new Pringles Minis. From the No.1 large sharing crisp brand*, Pringles Minis deliver bold flavour in a convenient new bag format perfect for on the go and afternoon snacking. With an exciting launch set to spark strong demand, now's the time to stock up.

Nielsen, Large Sharing Crisps, Total coverage, Value Sales to 24/01/2025

INSTORE RANGING

3m x 6 Shelf



Core Range Extended Range NPD

TOP 20 LINES



Hula Hoops
BBQ Beef

70g



Quavers
Cheese

54g



Doritos
Chilli Heatwave

70g



Hula Hoops
Salted

70g



McCoy's
Flame Grilled Steak

65g



Walkers
Cheese & Onion

70g



Wotsits
Really Cheesy

60g



Nik-Naks
Nice 'N' Spicy

75g



Walkers
Ready Salted

70g



Doritos
Tangy Cheese

70g



Skips
Prawn Cocktail

45g



Pringles
Texas BBQ

165g



Squares
Salt & Vinegar

72g



Monster Munch
Sweet and Spicy

72g



Pringles
Sour Cream & Onion

165g



Monster Munch
Roast Beef

72g



McCoy's
Salt & Malt Vinegar

65g



Monster Munch
Pickled Onion

72g



Walkers
Sensations Thai Sweet Chilli

65g



McCoy's
Cheddar & Onion

65g

STOCK THE NO.1

LARGE SHARING CRISP BRAND*



TM, ©, © 2026 KELLOGG Europe Trading Limited.
Source: *Nielsen | Large Sharing Crisps | Total coverage | Value Sales | Data to 24th January 2026.
*RRP. Pricing is at the sole discretion of the retailer.