FOCUS ON
Christmas Essentials

Web App Guides In Store In Depot

Dedicated to the Plan for Profit Independent Retailer

DECK YOUR SHELVES WITH HOLIDAY MAGIC

44% of Soft drinks shoppers buy well-known brands at Christmas.[1]

From GB's #1 Soft Drink Brand*

Coca-Cola

24.6% of Soft drinks shoppers buy Cola at Christmas.[2]



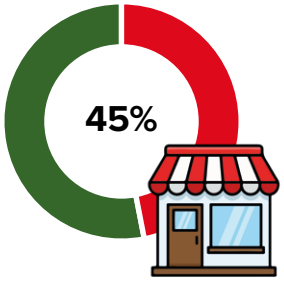
© 2026 The Coca-Cola Company. All rights reserved. COCA-COLA, COCA-COLA ZERO SUGAR and DIET COKE are registered trade marks of The Coca-Cola Company. Source 1: IGD ShopperVista 5th-6th January'26. Base: 2,095 UK shoppers; 1,773 UK shoppers who celebrated Christmas and did at least some of the Christmas shopping. Source 2: Nielsen, Indies Symbols & Forecourts, Value sales 27th Dec 2025. *Total Market as measured by Nielsen & CGA - Coca-Cola Trademark (Coca-Cola, Diet Coke and Coke Zero) Volume in Litres, MAT to March 2025.



Cola accounts for **24.6%** of soft drinks value sales at Christmas.[1]



Snack sales in Symbols & Independents reached **£60.7m** in Dec 2025.[2]



45% of shoppers used multiple smaller shops at Christmas 2025.[3]

1. Nielsen, Total Coverage, Value sales 27th Dec 2025
2. Nielsen NIQ | Bagged Snacks; Symbols & Independents | 2025
3. IGD, Unwrapping Christmas 2025, 14 January 2026.



Most Wanted
Classics 75cl
Pinot Grigio
Malbec

Most Wanted
Cans 187ml
Sauvignon Blanc
Malbec
Pale Rosé
Most Wanted
Cans 200ml
Fizz
Pink Fizz





Most Wanted
Editions 75cl
Albariño



Most Wanted
Selections 75cl
Marlborough
Sauvignon

Most Wanted
Keg format 20L
Crisp White
Pale Rosé



MOST WANTED

whatever it is,
we're the wine for it

FOCUS ON
Christmas Essentials

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.

Christmas is a vital sales period for independent retailers. From drinks for a family gathering to a last-minute gift, customers need a local shop they can rely on. A focused festive range, clear prices and well-stocked shelves will help you make the most of these visits.

In this issue, we explore the categories that drive festive sales, highlight the strongest opportunities and recommend products to consider. Start with affordable treats, build your sharing range as celebrations approach, and be ready for the final Christmas top-ups.

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 Manager, Plan for Profit

DEDICATED TO THE INDEPENDENT RETAILER

Visit us & boost your profits today!

www.planforprofit.co.uk
@PlanForProfitRetail
@Plan_for_Profit

Also available on the App Store/Google Play





View focus on guides here

MAKE CHRISTMAS SHOPPING EASY

Christmas success is less about competing for the full grocery shop and more about immediate needs:

Drinks



Confectionery



Top-ups

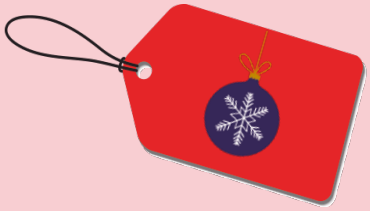


Forgotten gifting



PLAN FOR PROFIT TIP

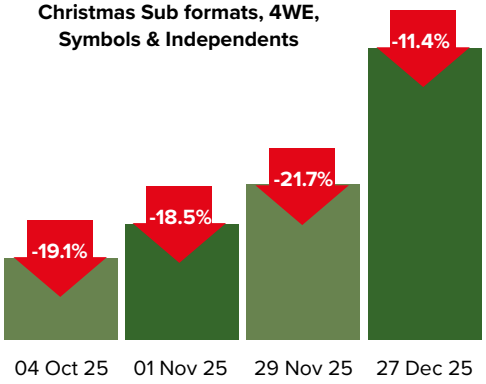
Keep prices easy to see and group complementary products together. Plan stock around each category's peak.



CONFECTIONERY

Christmas confectionery remains a key category, but sales fell **-15.8%** across the whole period year on year in 2025.[1]

Christmas Sub formats, 4WE, Symbols & Independents



December eased to **-11.4%** in the final four weeks from previous **-21.7%** in November.[1]

1 EARLY SEASON



Self-eat and small sharing

2 MID-SEASON



Advent & Sharing

3 LATE SEASON



Boxed/tubs/gifting

PLAN FOR PROFIT TIP

Launch a focused seasonal range early, then increase space, stock and displays from late November to Christmas week.





New products generated **£11m** and represented **5.7%** of channel value.[2]



Existing products generated **£80m** but declined by **£23m**.

These products contributed the most last year.



737K



737K



823K

254K





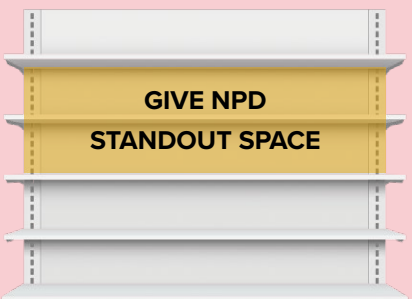
697K

265K



PLAN FOR PROFIT TIP

Tap into new Christmas trends and exciting flavours by giving NPD standout space while protecting core bestsellers.



1. Circana, Symbols & Independents, data to 27 December 2025.
2. Circana, Convenience excluding Major Multiples, 20w ending 27/12/25.



For illustrative purposes only.
® Reg. Trademark of Société des Produits Nestlé S.A.

*Source: Onepoll, 2,000 UK adults Dec 2025.

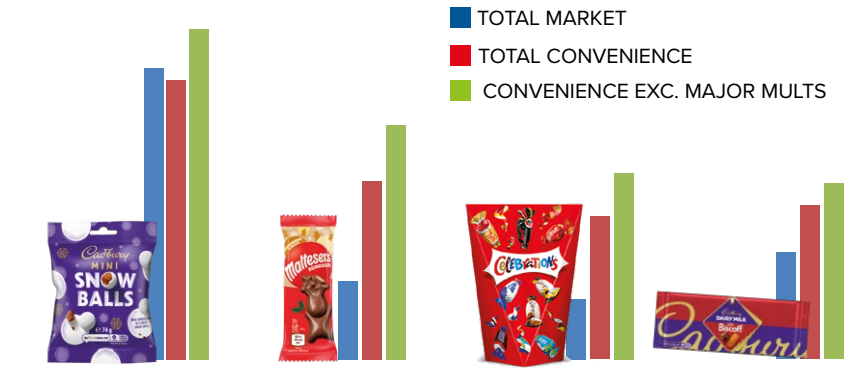
CONFECTIONERY

CHOOSE THE RIGHT FORMATS



Boxed confectionery was the largest format in the channel excluding major multiples in 2025.[1]

However, other subcategories performed better compared to major multiples and the total market:



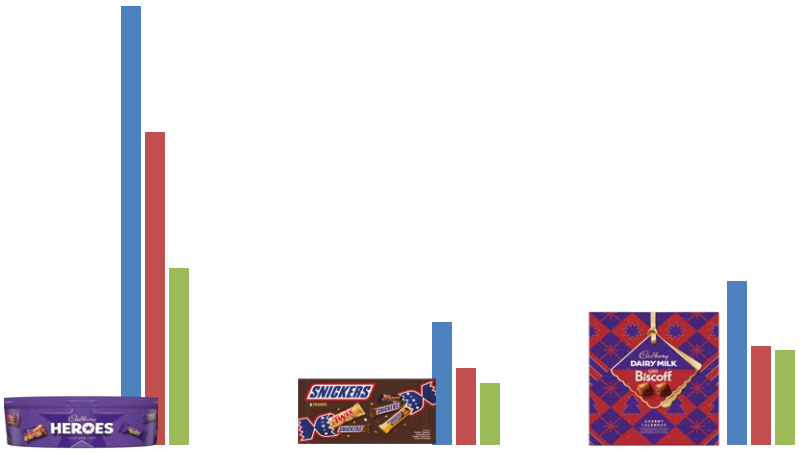
Christmas Novelties **(12.1%)**

Self-eat **(8.6%)**

Twist wrap Cartons **(6.8%)**

Gifting Blocks **(6.4%)**

Some formats also had a much lower value share compared to major multiples and the total market...[1]



Twist wrap tubs **(6.5%)**

Selection boxes **(2.2%)**

Advent Calendars **(3.4%)**

PLAN FOR PROFIT T↑P

Stock beyond traditional gifting formats.

Add sharing cartons and blocks, merchandised with Christmas novelties and self-eat treats to encourage additional spend.



As families and friends come together at Christmas, make sharing the heart of your range.

Strongest sharing product during Christmas.[2]



Decreasing sharing products during Christmas.[2]



Watch out where NPD may cannibalise original flavours!

PLAN FOR PROFIT T↑P

Give your sharing range its own space and support it with secondary displays near meal-for-tonight and entertaining products.

1. Circana, Total Xmas Confectionery, 20 weeks ending 27 December 2025.
2. Circana, 17 weeks ending 27 December 2025.

DECK THE SHELVES WITH PRINGLES



1/4 PRINGLES MAKE UP A QUARTER OF THE VALUE IN S&I OVER THE CHRISTMAS PERIOD!*

1 PRINGLES IS BIGGER THAN THE NEXT 6 BEST-SELLING BRANDS IN S&I COMBINED*

TM, ®, © 2025 Kellanova. All rights reserved. *Source: Circana | Large Sharing Crisps | Symbols & Independents | Value Sales | 52we 14 June 2025. *RRP. Pricing is at the sole discretion of the retailer.

SNACKS

Crisps, Snacks and Nuts are highly visible, impulse-led products that work particularly well for Christmas sharing occasions.[1]



Sales in Symbols and Independents reached **£60.7m** in December 2025.[2]

+13.2% vs monthly average



+18.7% above average for nuts.



+15.4% above average for popcorn.



+12.5% above average for premium sharing.[2]

PLAN FOR PROFIT TIP



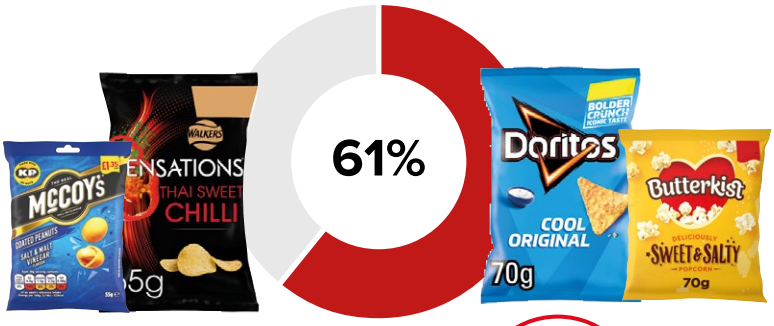
Create a simple entertaining fixture with Sharing Crisps, Popcorn and Nuts grouped together.

PLAN FOR PROFIT TIP

Sharing PMPs should be central to your Christmas range.



61% of Symbols and Independents Crisps, Snacks & Nuts sales come from price-marked packs.



PLAN FOR PROFIT TIP

The first 3 weeks of December deliver the highest value.





Build stock before December and give the first three weeks of the month extra space and replenishment attention.

EXTRA SPACE

1. Lumina Intelligence Retailer Attitudes & Behaviours Study, June 2026 and 52we CTP data to 24.05.2026 (S&I filter)
2. Nielsen NIQ | Bagged Snacks; Symbols & Independents | 2025

Stock up on KP Snacks

BIGGEST EVER

Sharing PMP range this Festive Season



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 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**

snacKPartners

*NielsenIQ, Value Sales, Total Coverage, MAT, w/e 04.11.23, **NeilsenIQ, MAT TY to 23.09.2023, *Nielsen NIQ, 52 w/e 01.11.25. Independent Channel.

SNACKS

Use trusted brands as anchors > Protect the strongest sellers > Cross merchandise where possible

Christmas Anchor Brands[1]



Pringles
12.7M



Walkers
12.5M



Doritos
9.2M



Hula Hoops
8.4M



McCoy's
7.5M

KP is the strongest brand for Nuts (**1.5M** value sales over November & December)



Butterkist is the strongest brand for Popcorn (**2.3M** value sales over November & December)



PRIORITY LINES



Hula Hoops
Salt & Vinegar

70g

+72.4% VALUE
+72.5% VOLUME



Pringles
Sour Cream & Onion

165g

+39.3% VALUE
+97.7% VOLUME



Doritos
Chilli Heatwave

140g

+22.8% VALUE
+40.8% VOLUME



Takis
Blue Heat

55g

+14.8% VALUE
+16.2% VOLUME

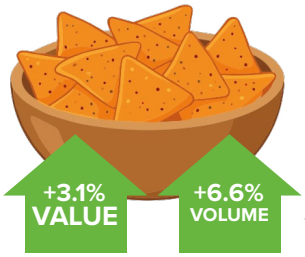


Wotsits
Really Cheesy

60g

+9.0% VALUE
+7.6% VOLUME

PARTY SNACKS



Tortilla chips grew over the Christmas period with value +3.1% and volume +6.6%.

PLAN FOR PROFIT TIP

Create a party-snacking bay led by Doritos and cross merchandise with dips.

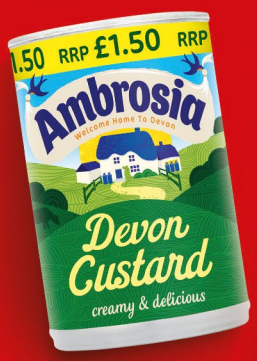


1. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25.





STOCK UP *on the* NO.1 ROAST ESSENTIALS*













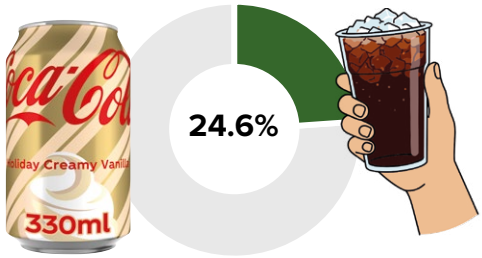


*Circana (UK) Ltd, Oxo, Paxo, Bisto, Ambrosia, All Outlets, UK, Premier Foods Non Syndicated Retailer Scan Data, Value & Unit Sales, 52 WE 25 July 2026

SOFT DRINKS

Christmas brings opportunities to grow Soft Drinks sales as shoppers stock up for entertaining and sharing at home.[1]

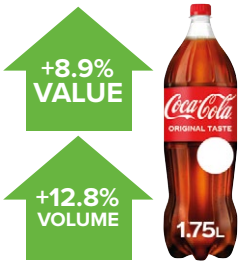




Cola accounts for **24.6%** of Soft Drinks value sales at Christmas, nearly £1 in every £4 spent on the category.[2]



The two weeks before Christmas are the biggest festive sales opportunity, as shopper demand peaks.[1]



Coca Cola 1.75L grew +8.9% value & +12.8% volume in December.[4]



Coca-Cola sharing packs outperform single serves during the festive season. Large bottles, 12- and 18-pack cans are seeing the strongest growth, supporting festive sharing.[3]

Energy drinks generated **£293.3m**, ahead of cola at **£150.4m** across the period.



Together these brands represented **44.6%** of total value over the Christmas period.[4]



Red Bull
£122.6m



Monster
£111.3m



Coca Cola
£102.5m

PLAN FOR PROFIT TIP

Protect availability of the leading soft drinks brands over Christmas to make the most of peak festive demand.



1. Nielsen IQ GB Total Convenience, Total Independents & Symbols |Total Soft Drinks| Monthly Oct - Dec - 4 w/e 11/07/26
2. Nielsen, Total Coverage, Value sales 27th Dec 2025
3. Nielsen, Indies & Symbols, 2 weeks Xmas sales vs Prior 2 weeks (value)
4. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25.

recycle

STOCK UP THE FESTIVE FIZZ

IT'S XMAS AFTER ALL

PEPSI



NO.1
COLA BRAND IN GB RETAIL BY VOLUME*

*SOURCE: NIELSEN IQ RMS | TOTAL COVERAGE | TOTAL PEPSI MAX CARLSBERG BRITVIC DEFINED | VOLUME SALES | 52WE 25/04/2026.
**RECOMMENDED RETAIL PRICE.

SOFT DRINKS

LEMONADE & MIXERS[1]

Lemonade

+10.3% VALUE

+8.1% VOLUME

+40% VALUE



Schweppes Lemonade 2L

+17% VALUE



Barr Diet Lemonade 2L

Mixers

+11.5% VALUE

+12.7% VOLUME

+30.3% VALUE



Schweppes

+4.6% VALUE



Own Brand

PLAN FOR PROFIT TIP

SHIFT FORMATS

Give larger sharing drinks a more festive display space, while retaining the everyday chilled range.





HFSS-AWARE

Prioritize zero and low-sugar options, considering HFSS rules for entrance and end-cap promotions.

1. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25.



REFRESH YOUR CIDER SALES

Discover a range of white and everyday ciders that come in convenient PET bottles and cans, offering top-notch taste without the premium price.

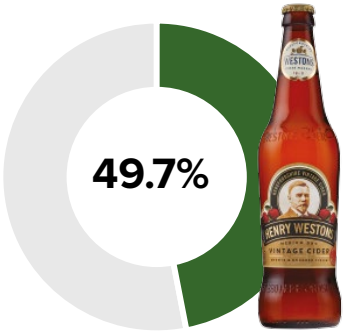
Black Storm is the #2 Cider Brand

Source: Smartview Convenience Volume Sales 52w MAT TY to 22.03.26

BEER, CIDER & LAGER



Christmas 2025 showed stronger demand for world lager, stout, no-and-low and larger packs, with the final two weeks of December delivering strong promotional opportunities.[1]



Apple Cider single packs are the largest cider contributor, accounting for **49.7%** sales at Christmas & New Year. [1]



BOTTLES



CANS

Stella and Budweiser remain the most prominent brands over the Christmas peak period.[3]



Stella (9.6M)



Budweiser (5.6M)

PLAN FOR PROFIT T1P

Increase stock before the festive period and make the range easy to shop for both planned celebrations and top-up missions.



Single packs grew **+7.6%** in value despite an **-8.5%** volume decline, indicating a trade up into premium.[3]



PLAN FOR PROFIT T1P

Keep Stella and Budweiser as core availability lines but allocate extra Christmas space to their 10- and 12-packs rather than simply adding more four-pack facings.



1. Christmas and New Year six weeks ending 3 January 2026, NielsenIQ Impulse.
2. Circana, Total Xmas Confectionery, 20 weeks ending 27 December 2025.
3. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25.

Stock up on the **UK's No.1 Lager Brand**

(Total Trade)

ENJOY LIFE'S SIMPLE PLEASURES

BIRRA MORETTI

ITALIANA DAL 1859



bedrinkaware.co.uk

ENJOY BIRRA MORETTI® RESPONSIBLY

*Source: Nielsen Discover Total Coverage – Latest 52 Weeks to 28/12/2025, CGA by NIQ OPM Data – MAT to 27/12/2025.
Birra Moretti L'Autentica and Birra Moretti Sale Di Mare are brewed in the UK. Birra Moretti Zero is brewed in the Netherlands.
Birra Moretti Zero contains ≤ 0.05% ABV. Birra Moretti L'Autentica contains 4.6% ABV. Birra Moretti Sale Di Mare contains 4.8% ABV.

BEER, CIDER & LAGER



Moderation is growing and alcohol-free beer and cider help everyone enjoy Christmas.[1]



Last-minute demand:

Christmas 2026 falls on a Friday, creating four key shopping days.





Keep chilled bestsellers stocked and visible.

Boost your Beer, Cider and Lager Sales:



Food pairings: Perfect with snacks, sport or festive meals.



Alcohol-free: Offer choice for everyone.



Premium treats: Encourage shoppers to trade up.

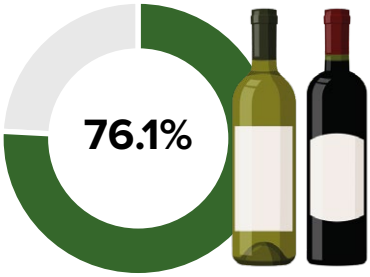
1. NielsenIQ 6we 03.01.26

WINE

Wine is a **£249.5m** opportunity

Use the Christmas period to maximise wine sales.[1]





Still wine leads the category making it the essential part of the Christmas range.[1]

Still wine delivers **76.1%** of wine value sales.[1]

PLAN FOR PROFIT TIP

Give white wine the strongest space, while maintaining a clear red and rosé offer.



Keep trusted brands at the centre.



Trusted brands drive sales. The top five wine brands account for **43.0%** of total value sales.[1]

Scotland contributes **48.3%** of tonic-wine value sales, making the segment particularly important in this region.[1]



Use local sales data to adjust space and stock depth, especially where regional preferences are clear.

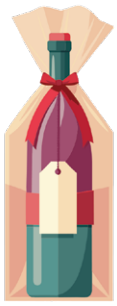
PLAN FOR PROFIT TIP

Create a clear sparkling section for celebrations, using leading brands to signpost the category.



1. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25.

Wine is a strong opportunity for top-up and last-minute gifting missions.



PLAN FOR PROFIT TIP

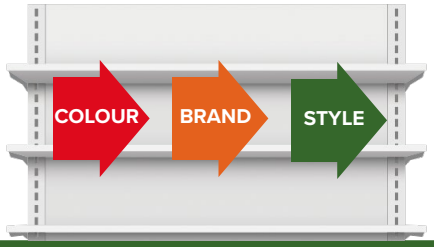
Feature a small selection of premium options to encourage gifting trade-up.



Keep displays simple.
Lead with Pinot Grigio, Sauvignon Blanc, Chardonnay, Shiraz and Prosecco.[1]



Organise by colour, brand then style.



1. Smartview Data, Symbols & Independents, CSN, MAT_LY to 28/12/25



Own brand sparkling wine up +10.5%, a category on the move.

SmartView Convenience, 52w MAT Volume Sales to 22nd March – Own Brand + Santa Loretta.

Available at your local Unitas Wholesale member depot.


SAVOUR
BETTER
SALES
TRIVENTO
DISCOVER MORE
TRIVENTO
ARGENTINA
RESERVE
MALBEC
MENDOZA
The
NO.1
RED
WINE*
Certified
B
Corporation
Vegan
*Source ©2026 NIQ RMS data, Total Light Wine, Value and Volume Sales
(excl Private Label), 52 w/e 11/07/26 (GB Total Coverage)
bedrinkaware.co.uk