FOCUS ON
Value & PMP

Web App Guides In Store In Depot

Dedicated to the Plan for Profit Independent Retailer

NEW Range

LOCAL LIVING

£1 JUST GOT SWEETER

Everyday essentials, for less

47% of total confectionery sales are PMP's
Symbols & Independents



HALAL

Available in **DEPOT NOW**

Scan here to find your **LOCAL DEPOT**

Source: Circana, Value Sales, Symbols & Independents vs. IRI All Outlets, PMP vs NON PMP, 52 w/e 6th September 2025



80% of retailers say PMPs give shoppers confidence.[1]



60% of crisps and snacks sales are PMPs.[2]



6 in 10 bestselling Take Home Soft Drinks are PMPs[3]

1. Lumina Intelligence Retailer Attitudes & Behaviours Study, June 2026.
2. NielsenIQ, Symbols & Independents, L52w to 11/07/26.
3. NielsenIQ, Total Convenience and Symbols & Independents, L52w to 13/06/26.

Mondelēz International





INVESTING TO HELP YOU

DRIVE YOUR SALES THIS AUTUMN





CADBURY PRICE MARK PACK RRP REDUCTION*	COMPREHENSIVE IN STORE SUPPORT***
MAYNARDS BASSETTS £1 PMP RRP AVAILABLE NOW**	SIGNIFICANT MEDIA INVESTMENT: TV, RADIO, OUT OF HOME AND SOCIAL

STOCK. DISPLAY. SELL MORE.

CONFECTIONERY IS THE SECOND BIGGEST FOOTFALL DRIVER IN CONVENIENCE^

Retailers are free to set their own prices. Non price marked packs available

*Cadbury Singles pmp packs now 89p were 99p ** Maynard Bassetts £1 pmp 110g now available *** Mondelez offer comprehensive category advice and display material via its sales force and website Snackdisplay.co.uk ^Lumina Attitudes & Behaviour Study June 2025

FOCUS ON
Value & PMP

Web App Guides In Store In Depot

Dear Retailer,

With shoppers continuing to watch what they spend, showing value in store has never been more important. But value does not always mean being the cheapest.

For independent retailers, the opportunity is to make value clear and easy to understand across the categories shoppers buy most. In this guide, we highlight the role of PMPs, key market trends and category opportunities to help you show value clearly in store.

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

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View focus on guides here

SHOPPERS ARE SPENDING LESS

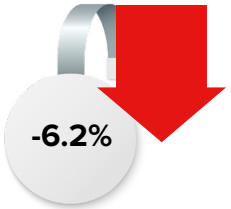
Spend per visit[1]
£8.15 → £7.83



Basket size[1]
2.7 → 2.6 items



Promo participation[2]
-6.2%



Shoppers are still visiting, but are being more selective with what they buy. With spend and basket size under pressure, clear value cues, trusted brands and visible PMPs can help reassure shoppers at the fixture.



1. Lumina Intelligence Convenience Tracking Programme; 4wks ending 01/03/26 to 29/03/26.
2. Lumina Intelligence Convenience Tracking Programme; Q1 2025 versus Q1 2026.

Stock up on 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** Ridge Cut Crisp*





TRY McCOY'S PEANUTS
MADE WITH KP NUTS!

EVEN GREATER VALUE



from our **VAT FREE** Brands



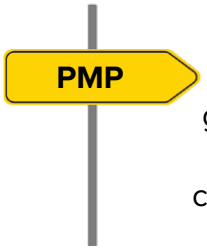
New to the range

snacKPartners

*NielsenIQ, Value Sales, Total Coverage, MAT, w/e 13.06.26, **NeilsenIQ, MAT TY to 23.09.2023

PMPS PROVIDE CONFIDENCE

PMPs play an important role in helping retailers meet shopper expectations of value.



By expanding and clearly signposting PMP ranges, retailers can give shoppers greater confidence in the price, support footfall and help convert value-seeking behaviour into incremental spend.

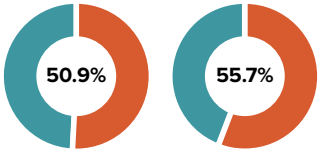
80% of retailers believe PMPs give shoppers confidence in the price.[1]



This is particularly important in impulse categories, where PMPs are already a preferred format for many retailers.

Soft Drinks and Crisps and Snacks stand out as the key categories in which retailers prefer to buy PMPs.[1]

SOFT DRINKS:

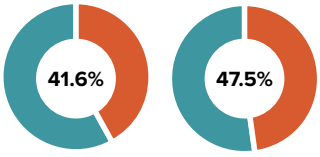


Symbols Independents



CRISPS & SNACKS:





Symbols Independents

PMPS ALSO MATTER IN ALCOHOL

While impulse categories are the clear priority, PMPs also play a role in alcohol.



Around **50%** of alcohol shoppers buy PMPs, Lager shoppers also **50%** and this rises to **64%** among Cider shoppers.[2]

This shows PMPs are not limited to Snacks and Soft Drinks. Retailers should review where marked-price packs can help make value clearer across different shopper missions.

PMP

PLAN FOR PROFIT T↑P

PMP

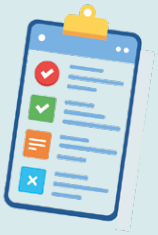
Protect core PMP availability.





Review Cider and Lager opportunities.

Tailor PMPs by category.



1. Lumina Intelligence Retailer Attitudes & Behaviours Study; June 2026.
2. Lumina Intelligence Convenience Tracking; YTD, week ending 19 July 2026.

WITH 100% WHOLEGRAIN WHEAT

PACKED WITH FIBRE

HIGH IN VITAMIN D

Weetabix™

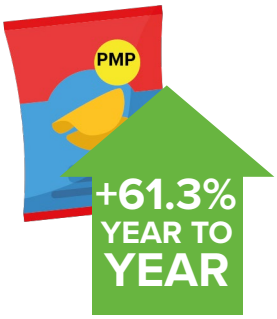
High in Fibre

Have you had yours?



START WITH SNACKS AND SOFT DRINKS

Sharing formats are leading the way in Crisps, Snacks and Nuts, making them a strong starting point for retailers looking to build their PMP offer.



PMPs account for **60.8%** of Symbols and Independents. Sharing Crisps and Snacks sales rises to **61.3%** year to date.[1]

With sharing PMP sales growing by **+8.9%** across Total Convenience, adding **£29.5m** in value, retailers should protect core sharing PMP packs as part of a focused, value-led range.[1]

PMPS ARE IMPORTANT IN SOFT DRINKS



Soft Drinks are another key category for PMP ranges, particularly in Take Home formats.

6 in 10 bestselling Take Home Soft Drinks are PMPs.[2]



This reinforces the role of PMPs in Take Home missions, where shoppers are often looking for trusted brands, clear prices and packs for later.



PLAN FOR PROFIT TIP

Stock core Sharing Snack PMPs.





Protect bestselling future-consumption Soft Drinks.

Use suitable Sharing packs for nights in.





Keep the range focused on proven lines.

1. NielsenIQ Symbols & Independents; L52w and YTD to 11/07/26.
2. NielsenIQ GB Total Convenience, Total Independents & Symbols, Total Soft Drinks Future Consumption; L52w to 13/06/26.

Official Partner of PDC Darts

Foster's Lager is worth over £200 million to the off-trade.*



PDC GOOD CALL



bedrinkaware.co.uk
Drink Foster's® Responsibly
Brewed in the UK

*52we 10/01/26, NIQdiscover

MATCH PRICE, BRAND AND PACK

HOW SNACK SHOPPERS CHOOSE[1]

Brand: **50.6%**



Price: **45.3%**



Pack size: **34.5%**



WHAT PROMPTS AN IMPULSE PURCHASE[1]

Cheaper than expected: **15.0%**



A rounded price such as £1: **10.1%**

£1

On promotion: **11.9%**



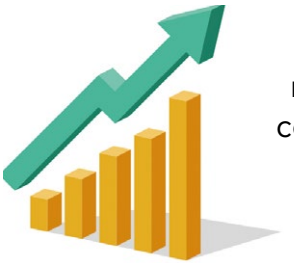
Part of a meal deal: **6.0%**

MEAL DEAL

Shoppers are not choosing on price alone. Brand and pack size also play a key role, so the best value offer is one that combines a trusted product, the right format and a clear price point.



MATCH THE PMP TO THE MISSION



"Food for later" represents **48.7%** of convenience missions and has grown by around **+19%**.[2]

Food-to-go accounts for **14%** of lager missions, with meal occasions accounting for **8%**.[3]



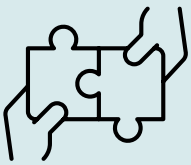


Pack choice matters. Sharing PMPs can support planned and later missions, while selected drink PMPs can help add visible value within meal and food-to-go occasions.

PLAN FOR PROFIT TIP

Use familiar brands shoppers recognise.





Match pack size to the shopping mission.

Use sharing PMP packs for later.



Consider selected drink PMPs within meal solutions.

Keep the marked price visible.



1. Lumina Intelligence L52w to 21/06/26.
2. IGD; four weeks ending 1 July 2026.
3. Lumina Intelligence, YTD, week ending 16 August 2026.

LOCAL LIVING

Everyday essentials, for less

44%

OF PASTA AND RICE UNIT SALES ARE OWN BRAND

Symbols & Independents



Reasons to **STOCK THE RANGE...**

- Supports everyday meals
- Clear value option
- Focused range

Scan here

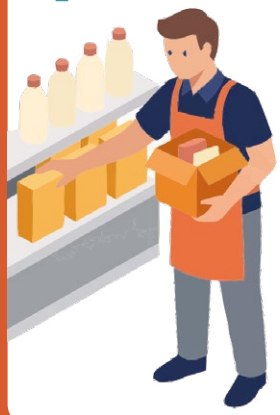
TO FIND YOUR NEAREST DEPOT

SmartView Convenience, Value & Unit Sales, MAT TY vs LY to 14.06.2026

FIVE ACTIONS FOR YOUR STORE



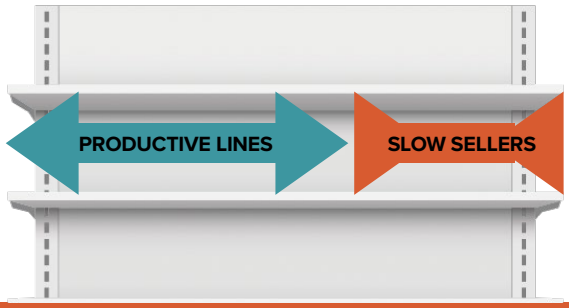
1 PROTECT THE CORE



Keep bestselling snack and soft-drink PMPs in stock.[1]

2 MATCH SPACE TO SALES

Give more space to productive lines. Reduce duplicated slow sellers.[2]



3 GIVE EACH FORMAT A ROLE



Use PMPs for clear price reassurance. Keep own-label and non-PMP packs where they meet a different shopper need.[3]

4 MATCH PACKS TO MISSIONS



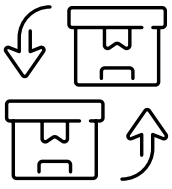
Use sharing packs for nights in.



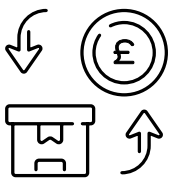
Use smaller packs for immediate needs.[4]

5 MEASURE PERFORMANCE TRACK:

Unit sales



Sales value



Achieved price



Availability



Performance after price change



1. Lumina Intelligence and NielsenIQ; period: June 2026 & latest 52 weeks to 11/07/26.
2. NielsenIQ, Symbols & Independents; L52w to 11/07/26
3. NielsenIQ; L12w to 2/05/26.
4. Worldpanel by Numerator, IGD, Lumina Intelligence & NielsenIQ; Nov 25 to Aug 26.

MORE ENERGY FOR LESS



WITH EMERGE

ONLY 70p