Dedicated to the Plan for Profit Independent Retailer

grocery & non-food

CATEGORY GUIDE

2027

Maximise profit from your selling space with data driven insight



Best Sellers | **New Products** | **Planograms** | **Region Specific**

Grocery & Non-Food Category Guide 2027

This guide is a quick and easy tool which identifies core range products and bestsellers, supporting Independent Retailers to maximise sales and profit in store.



Callum Atkinson
Category Manager

Core Range Process

The dedication of the Plan for Profit team lies in developing a core range, guided by unbiased, channel-specific, and data-driven decisions, to assist Independent Retailers in optimising their retail space and maximising sales potential.

We use SmartView Convenience, the most representative EPOS data for Symbols & Independents, along with insights from industry experts such as NielsenIQ, Circana, and Lumina. We also use sales and trend data from suppliers and Unitas Wholesalers to provide our range recommendations.

SmartView Convenience

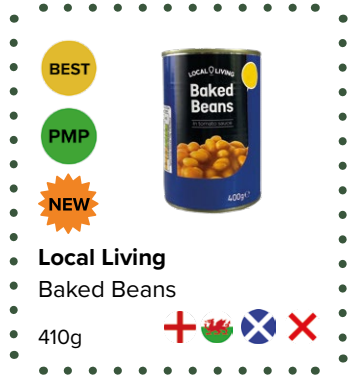
Understanding the guide

This product is a best seller (BEST).

This product is a price marked pack (PMP).

This product is a new product. Trial at your own risk.

Products marked with these icons are region-specific. Visit the Plan for Profit Website and App for regional planograms and range information.



Product imagery.

Product information.

EITHER OR

This symbol means either of these products can be stocked.

New for this guide

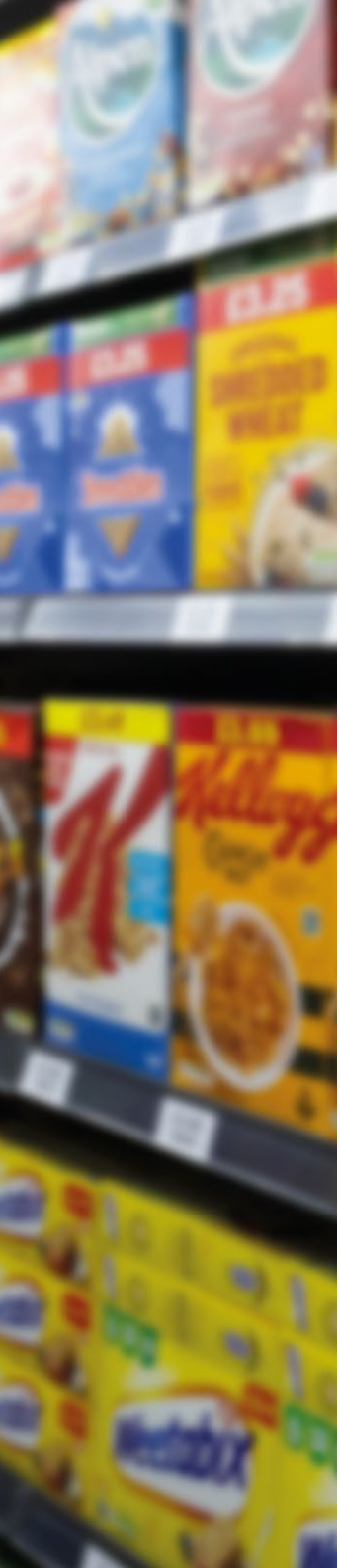
NEW

New Product features highlight important products to consider.

2

Numbered actions ink each recommendation directly to the planogram, making our advice easier and quicker to follow.

This guide features products compliant with HFSS regulations. Scan the QR code to access ACS information for any necessary adjustments to your store's product range and placement.



Dedicated to the Plan for Profit Independent Retailer

grocery & non-food
CATEGORY GUIDE

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80	HEALTH & BEAUTY	
88	PET CARE	



See our family of core range guides.

GROCERY & NON-FOOD IN YOUR STORE



Grocery and Non-Food deliver £2bn in annual sales. Despite pressure on value and units, opportunities remain. Focus on best sellers, protect key categories and back areas of growth.[1]

FOUR WAYS TO MAXIMISE SALES AND PROFITS

1 Focus On Core

2% of available category products.[1]



2%
CORE

Deliver **33%** of sales.[1]





Start with the Core Range.

2 Protect Key Categories

50% of Grocery value comes from:

Biscuits | Hot Beverages | Cooking

87% of Non-Food value comes from:

Household & Laundry | Health & Beauty | Petcare



Protect availability and visibility across these high-value categories.

Sources:
1. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

HFSS Restrictions may apply. Access ACS.org.uk for advice.

Grocery

-4%
£1.05 BILLION
VALUE[1]

-7%
586 MILLION
UNITS[1]

Non-Food

-8%
£955 MILLION
VALUE[1]

-9%
602 MILLION
UNITS[1]

3 Back What's Growing

Packet Snack Meals[1]	Multi-Surface Cleaners[1]	Insect Killer & Repellent[1]
		
+10.5% VALUE	+31.5% VALUE	+12.6% VALUE
+4% UNITS	+10.3% UNITS	+10.7% UNITS

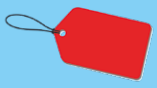


Prioritise growing segments. Add Core Range products where missing and give best sellers more space.

4 Cover Key Price Points



Affordable everyday essentials	Trusted branded favourites	Selective trade-up options



Cover entry, core and trade-up price points to meet different shopper budgets.

FOUR SIMPLE STEPS TO MERCHANDISE YOUR FIXTURE

1



Clear Range & Pricing

Shoppers use major brands and shapes to navigate the fixture. Keep products from the same brand together for each type of product & ensure pricing is clearly displayed.

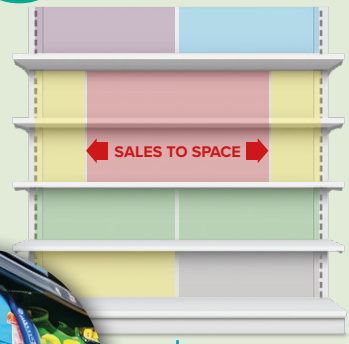
2



Focus on Top Sellers

Place the best-selling items at eye level for maximum visibility. Give them extra space on fixture to maximise availability, sales, and shopper satisfaction.

3



Fair Share of Space

Maximise sales by allocating space to each category and its brands based on their sales performance, ensuring the fixture is optimally organised.



GROUP CATEGORIES TOGETHER

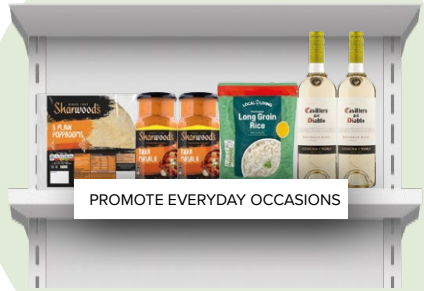
4

USE SECONDARY SPACE

Maximise Secondary Space

Secondary space is essential for promoting Grocery and Non-Food items during key events throughout the year, as well as everyday occasions like meal for tonight.*

*HFSS Restrictions may apply. See acs.org.uk for advice.

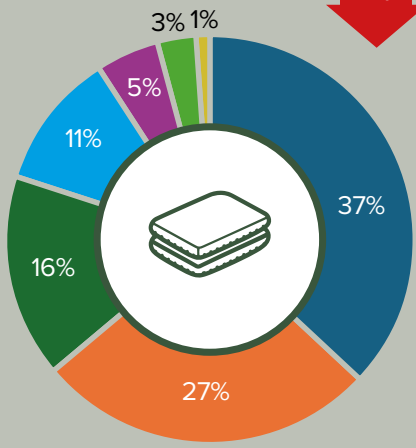


Included in this guide are Core Range planograms. We also provide planograms for small, medium & large stores, tailored for different regions. All are accessible through the Plan for Profit website and app.

BISCUITS

Category Breakdown[1]

-1%



- Everyday Biscuits
- Everyday Treats
- Chocolate Biscuits
- Special Treats
- Crackers & Savoury Biscuits
- Kids
- Healthier

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Biscuits guide**, featuring additional category insights and ranging advice



Sources:

1. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026
2. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 12.07.2026
3. NielsenIQ, Symbols & Independents, L12W to 2 May 2026

1 FILLED BISCUITS



Filled biscuits are growing, with value up +8% and volume up +3%.[1]

Stock popular filled sandwich biscuits, alongside custard and bourbon creams to offer shoppers an affordable treat.

2 LUNCHBOX BISCUIT BARS





Lunchbox and on-the-go biscuits are worth £58m and growing +4% in value.[1]

Stock individually wrapped biscuit bars for lunchboxes and snacking.

3 BACK GROWING BRANDS



Fox's and Maryland each added over £1.5m to category growth in the last year.[2]

Stock the core range from both brands and trial new products to drive further growth.

4 TRIAL NEW PRODUCTS





The 5 best-performing new products added almost £1m in growth in the first 12 weeks of 2026.[3]

Trial new products to create excitement, but keep only those that earn their space.

1m × 6 Shelf

CORE EXTENDED NEW



Better Biscuits

Sign up today



FREE* POS kits



FREE* product trials



Advice & Tips



Scan this code to claim your FREE* case of McVitie's Digestives

Empowering convenience store owners with the insights, tools, and support needed to grow sales & profitability.

www.betterbiscuits.com

pladis

McVitie's JACOB'S Carr's

*Terms and conditions apply. Visit www.betterbiscuits.com for full details.

www.betterbiscuits.com



Lyons'
Toffypops
120g

PMP



Lyons'
Viscount
196g

PMP



Cadbury
Time Out
6pk

PMP



McVitie's
Club Orange
7pk

BEST
PMP



Nestlé
KitKat
6pk



Tunnock's
Caramel Log
4pk



Tunnock's
Caramel Wafer
4pk

PMP



Maryland
Choc Chip
200g

PMP



Maryland
Double Choc Chip
200g

BEST
PMP



McVitie's
Digestives
360g

PMP



McVitie's
Ginger Nuts
250g

PMP



McVitie's
Hobnobs
255g

FOX'S BURTON'S COMPANIES
FBC

STOCK UP ON FAMILY FAVOURITES

THE UK'S NO.1 COOKIE BRAND[1]

Maryland

NEW



NO.1 PREMIUM TREATS BRAND[2]

FOX'S Chocolatey



NO.1 BRANDED SEASONAL & ASSORTMENT MANUFACTURER[3]

FOX'S

SEASONAL & ASSORTMENTS



TOP 5 CHOCOLATE BISCUIT BAR BRANDS IN THE UK[4]

ROCKY



THE UK'S NO.1 SHORTBREAD BRAND[5]

PATERSON'S



JAM PACKED WITH MISCHIEF & STILL GROWING![6]

Jammie DODGERS



[1]Circana (UK) Ltd, All Outlets, UK, Value Sales, 52 WE 22 Nov 2025.
[2]Source: Worldpanel by Numerator, Total Market, Packs, 52 w/e 12 July 2026.
[3]Source: Worldpanel by Numerator, Total Market, Spend, 52 w/e 12 July 2026.
[4]Source: Worldpanel by Numerator, Total Market, Packs, 52 w/e 12 July 2026.
[5]Circana (UK) Ltd, All Outlets, UK, Total Shortbread, Unit Sales, 52 WE 22 Nov 2025.
[6]Growing +50.2% in Value Sales vs YA. Source: Circana (UK) Ltd, Convenience GB exc Major Multiples, Jammie Dodgers, Value Sales, Value Sales % Change vs YA, 52 w/e 10 Jan, 2026.



TREATS FOR EVERY BREAKTIME



STOCK UP NOW

Also available in standard non flashed price-marked packs. Retail pricing is at the sole discretion of the retailer. For Illustrative Purposes only. ® Reg. Trademark of Société des Produits Nestlé S.A.

BEST
PMP



McVitie's
Rich Tea

300g

PMP



Own Brand
Bourbon Creams

VAS

PMP



Own Brand
Custard Creams

VAS

PMP



Fox's
Golden Crunch

200g

PMP



McVitie's
Caramel Digestives

250g

BEST
PMP



McVitie's
Milk Chocolate Digestives

266g

BEST
PMP



McVitie's
Chocolate Hobnobs

262g

BEST
PMP



McVitie's
Dark Chocolate Digestives

266g

BEST
PMP



Oreo
Double Stuff

157g

BEST
PMP



Oreo
Original

154g

PMP



Jammie Dodgers
Dodgers Raspberry

140g

PMP



Rice Krispies
Squares Chocolate

4pk

WHEN THE CATEGORY GROWS +7%, KENCO GROWS +25%*

NEW LOWER PMP'S



SMALL CASE SIZE OF 6





EXPANDED PMP RANGE, NEW FOR H2 2026

STOCK KENCO TODAY

From your local Plan for Profit Depot

*Specs +7%, Kenco +25%. Nielsen Homescan Panel data, Nielsen Scantrack data Total Market - ending 16.05.2026.

BEST
PMP



McVitie's
Jaffa Cakes

110g

BEST
PMP



Cadbury
Fingers

114g

PMP



Fox's
Half-Coated Cookies

175g

PMP



Cadbury
Crunchy Melts

156g

BEST



Tunnock's
Teacakes

6pk

PMP



Jacob's
Cream Crackers

300g

PMP



Ritz
Crackers

200g

NEW



McVitie's
Jaffa Cookies

165g

Stay up-to-date with the latest NPD on Plan for Profit.

NEW



McVitie's
Jaffa Digestives

280g

NEW



Maryland S'wich
Terry's Chocolate Orange

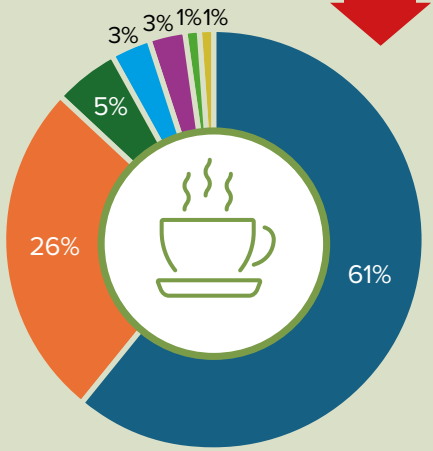
150g



HOT BEVERAGES

Category Breakdown[1]

-5%



- Coffee
- Tea
- Milky Drinks
- Fruit & Herbal
- Decaff Coffee
- Decaff Tea
- Green Tea

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Hot Beverages guide**, featuring additional category insights and ranging advice.



Sources:

1. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026
2. Circana L52wk we 18th April 2026

1 COFFEE SACHETS



50% of all coffee sold is now a sachet - up +11% in volume.[1]

Stock the core range to capture this growth.

2 DECAF COFFEE



Decaf coffee volume is up 10% vs last year.[1]

Stock at least one decaf option, placing it alongside the regular coffee variant to make it easy for shoppers to find.

3 DECAF TEA



Growing in convenience.[2]

Stock Tetley Decaf 40s, the leading decaf tea line. Place alongside Tetley Original for easy shopper navigation.

4 FRUIT, HERBAL & GREEN TEA



Fruit, Herbal and Green Tea contributed over £1m in value growth in convenience.[2]

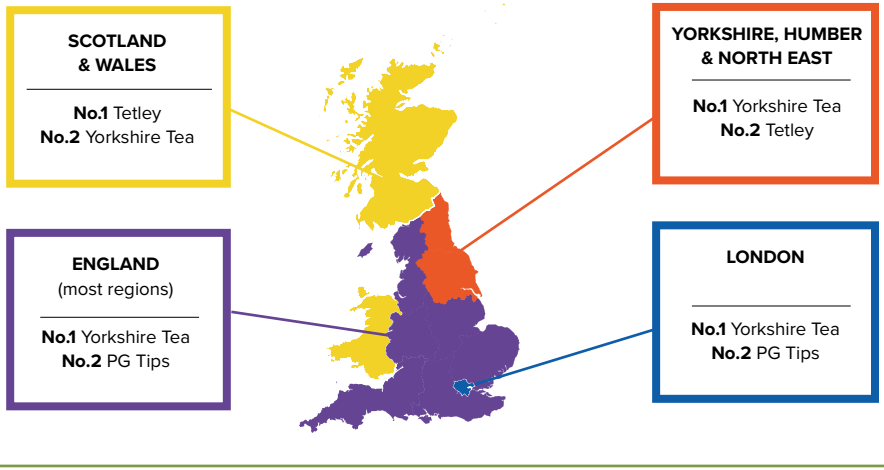
Twinings leads the category nationally.

1m × 3 Shelf

CORE EXTENDED NEW



REGION matters for tea[1]



THE UK'S NO.1 BREW*



LET'S HAVE A PROPER BREW

*NielsenIQ Retail Measurement Service, Value Sales, 52 w/e 11th July 2026

The No.1 Roast & Ground Coffee Brand*



*NielsenIQ Retail Measurement Service, Value Sales, 52 w/e 11th July 2026

TAYLORS
OF HARROGATE

PMP



Nescafé
2in1

6's

BEST
PMP



Nescafé
3in1 Original

6's

BEST
PMP



Nescafé
3in1 Caramel

6's

BEST
PMP



Nescafé
Cappuccino

7's

PMP



Local Living
Instant Coffee

80g

BEST
PMP



Nescafé
Original

50g

BEST
PMP



Nescafé
Original

95g

PMP



Nescafé
Decaf

95g

BEST
PMP



Kenco
Smooth

95g

BEST
PMP



Nescafé
Gold Blend

95g

BEST
PMP



Nescafé
Azera Americano

75g



Taylors of Harrogate
Ground Coffee

200g

IMPROVED TASTE, FULLER FLAVOUR

LIVE LIFE ONE TEA AT A TIME

BLACK TEA ACCOUNTS FOR 72% OF TEA SALES*

OVER 9M PACKS OF TEA SOLD IN IMPULSE*





*Nielsen Tea Category data L52 weeks to 13.06.26 SYMBOLS & INDEPENDENTS.

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BEST
PMP



PG Tips
Tips
40's

EITHER
OR

BEST
PMP



PG Tips
Tips
80's

The top 10 Hot Beverages best sellers account for **46%** of category value in Symbols & Independents.





SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages, MAT 14 July 2025 - 12 July 2026

BEST
PMP



Tetley
Tea
40's

EITHER
OR

BEST
PMP



Tetley
Tea
80's

Yorkshire Tea is the **No.1** Tea brand in Symbols & Independents.



SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages, MAT 14 July 2025-12 July 2026

BEST
PMP



Yorkshire Tea
Tea
40's

EITHER
OR

BEST
PMP



Yorkshire Tea
Tea
80's



Thompson's
Punjana Tea
80's



Scottish Blend
Tea
80's

PMP



Tetley
Decaf Tea
40's

New Tetley Special Offer Range





Trusted Tetley Quality

Supports stronger ROS

Clear Price Great Value

LIMITED-TIME SPECIAL OFFER PACKS*

Designed specifically for independent retailers

CONTACT YOUR WHOLESALER TO SECURE STOCK NOW

Available whilst promotional stock lasts

PMP



Tetley
Pure Green

20's

EITHER OR



Twinings
Pure Green Tea

20's



Twinings
Pure Peppermint

20's

BEST

PMP



Cadbury
Drinking Chocolate

250g

BEST



Coffee Mate
Original

325g



Nesquik
Strawberry

300g

Cadbury accounts for **63%** of Hot Chocolate value.



SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages, MAT 14 July 2025-12 July 2026

BEST



Silver Spoon
Granulated Sugar

1kg

EITHER OR

BEST



Tate & Lyle
Granulated Sugar

1kg

PMP



Local Living
Granulated Sugar

500g



Tate & Lyle
Demerera

500g



Canderel
Tablets

100's

InStore

The magazine for independent retailers



Join more than 9000 retailers and receive InStore FREE direct to your inbox

Sign up and receive:

- Essential category and seasonal advice
- Profit-boosting tips from other successful independent retailers
- New product information
- Important legal updates
- Plus much more!

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NEW



Yorkshire Tea
Victoria Sponge

40's

NEW



Yorkshire Tea
Sticky Toffee

40's

NEW



Kenco
Vanilla Matcha Latte

8's

NEW



Twinings
Wellbeing Collection

20's

NEW



Lipton
Peach Paradise

20's

NEW



Kenco
Strawberry Matcha Latte

8's

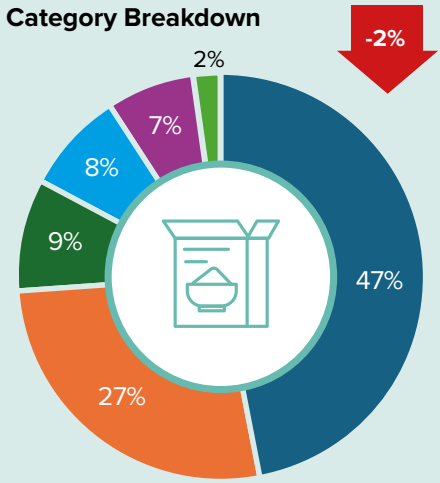
TWININGS

Blending Premium Quality Teas
Since 1706



BREAKFAST CEREALS

Category Breakdown



WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Breakfast guide**, featuring additional category insights and ranging advice.



Sources:

1. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

1 BACK GROWING BRANDS



Nestlé and Quaker are the only top 10 cereal brands growing in both value and volume.[1]

Keep Nestlé and Quaker lines visible on shelf to protect sales and support category growth.

2 FAMILY FAVOURITE CEREALS



Stable volume and +3% value growth while the wider category declines.[1]

Keep family flavoured cereals visible and use them to replace slower-selling lines.

3 GROW WITH GRANOLA



Granola is delivering strong growth, with volume up +23% and value up +27%.[1]

Stock Crunchy Nut Granola 380g and keep it visible to capture growth.

4 STOCK PORRIDGE POTS



Porridge pots are growing, led by flavoured options.[1]

Stock Quaker Golden Syrup 57g, prioritise flavoured pots over original, and consider a ready-to-eat option where space allows.

1m × 5 Shelf

CORE EXTENDED NEW



NATURE VALLEY™

DELICIOUS BY NATURE





NO.1 CEREAL BAR BRAND*

*Nielsen - Cereal Bars & Healthier Biscuits - GB Total Coverage 0 Value Sales - MAT: 27.06.2026.

PMP



Honey Monster
Puffs

520g

BEST
PMP



Kellogg's
Corn Flakes

450g

BEST
PMP



Kellogg's
Crunchy Nut

460g

BEST
PMP



Kellogg's
Rice Krispies

430g

BEST
PMP



Nestlé
Cheerios

390g

PMP



Nestlé
Shreddies

460g

PMP



EITHER
OR

Weetabix
Original

12pk

BEST
PMP



Weetabix
Original

24pk

Weetabix 24's leads the category, accounting for around **1 in 10** cereal sales.



SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

BEST
PMP



Kellogg's
Coco Pops

420g

BEST
PMP



Kellogg's
Frosties

470g

BEST
PMP



Kellogg's
Krave

410g

WITH 100% WHOLEGRAIN WHEAT

PACKED WITH FIBRE

HIGH IN VITAMIN D

Weetabix™

High in Fibre

Have you had yours?



PMP



Kellogg's
Variety Pack

8pk

PMP



Nesquik
Cereal

375g

PMP



Nestlé
Cheerios Honey

370g

PMP



Nestlé
Cookie Crisp

375g

PMP



Weetabix
Crispy Minis

500g

PMP



Kellogg's
Bran Flakes

500g

PMP



Kellogg's
Fruit 'n Fibre

500g

PMP



Alpen
Muesli

550g

PMP



Kellogg's
Crunchy Nut Granola

380g

PMP



Quaker
Rolled Oats

1kg







Scott's
Porage Oats

1kg



PMP



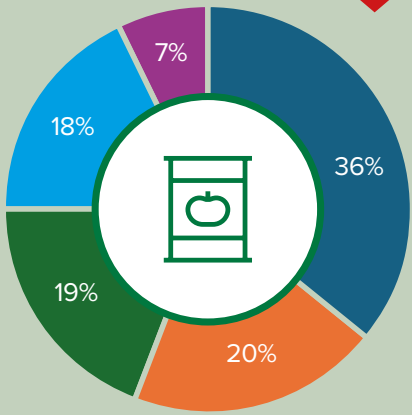
Quaker
Golden Syrup Pot

57g

CANNED GROCERY

Category Breakdown

-7%



- Beans & Pasta
- Meat
- Vegetables
- Ready Meals
- Fish

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Grocery Essentials guide**, featuring additional category insights and ranging advice.



1 FOCUS ON FISH



Fish is the only canned grocery category currently in value growth, driven by Princes and Parsons.[1]

Stock core fish lines to capture this growth.

2 BACK GROWING BRANDS



Princes and Green Giant are the only top 10 brands in growth.[1]

Prioritise core Princes and Green Giant lines on shelf.

3 OFFER VALUE CHOICES



Own Brand accounts for 1 in 4 canned grocery unit sales, but is in decline.[1]

Offer one entry-price option per key product type, such as beans, tomatoes and vegetables.

4 PROVIDE QUICK MEALS



Quick meal tins account for 1 in 3 canned grocery sales value.

Stock easy meal solutions such as beans with sausages and tinned pasta.[1]

Sources:

1. SmartView Convenience, Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

CORE EXTENDED NEW

CANNED MEAT & FISH

1m × 1 Shelf



CANNED VEG

1m × 3 Shelf



A TUNA SOLUTION FOR EVERY OCCASION

Everyday Staple



Delicious Flavour



On the Go



Enhanced Protein



From everyday tuna chunks to protein-rich meal solutions, our core ranges provides delicious solutions across lunch, convenience and healthy eating missions.

SINCE 1857
JOHN WEST

BEST



Parsons
Pickled Cockles

155g



Parsons
Pickled Mussels

155g



John West
Sardines In Sunflower Oil

120g

PMP



Local Living
Tuna in Brine

145g



Princes
Mackerel in Tomato Sauce

115g

BEST



Princes
Tuna in Brine

145g



Princes
Tuna in Spring Water

145g

BEST



Princes
Tuna in Sunflower Oil

145g

BEST



Princes
Corned Beef

340g

BEST



Spam
Pork & Ham

200g

PMP



Fray Bentos
Meatballs In Tomato Sauce

380g



Princes
8 Hot Dogs

400g

Soup. Made the right way!

Baxters



No.2 SOUP BRAND

Crafted by chefs from the heart of Scotland's larder

Explore ways to **Plan for Profit**



Market Insight | Range Advice | NPD | Retailer Tools | Business Advice





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BEST
PMP



Local Living
Baked Beans

410g

BEST
PMP



Branston
Baked Beans

410g

PMP



Heinz
Baked Beanz

200g

BEST
PMP



Heinz
Baked Beanz

415g

BEST
PMP



Heinz
Beanz & Sausages

415g

BEST
PMP



Heinz
Beef Ravioli

400g

BEST
PMP



Heinz
Spaghetti Hoops

400g

PMP



Heinz
Spaghetti Bolognese

400g

PMP



Heinz
Macaroni Cheese

400g

PMP



Local Living
Plum Tomatoes

400g

BEST
PMP



Local Living
Chopped Tomatoes

400g

BEST
PMP



Napolina
Chopped Tomatoes

400g

LOCAL LIVING

Everyday essentials, for less

1 in 4

CANNED GROCERY UNITS SOLD ARE OWN BRAND

Symbols & Independents



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

- Everyday essential staples
- Value shoppers want
- Easy range to shop

Scan here

TO FIND YOUR NEAREST DEPOT

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

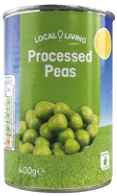
PMP



Local Living
Tomato Purée

200g

PMP



Local Living
Processed Peas

400g

LOCAL LIVING

Own Brand is essential to Canned Grocery, accounting for **25%** of sales.

Scan the QR code to explore the full Local Living range.



Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

PMP



Batchelors
Bigga Marrowfat Peas

300g

PMP



Batchelors
Original Mushy Peas

300g

BEST

PMP



Green Giant
Sweetcorn

198g

PMP



Local Living
Chickpeas

400g

PMP



Local Living
Red Kidney Beans

400g

PMP



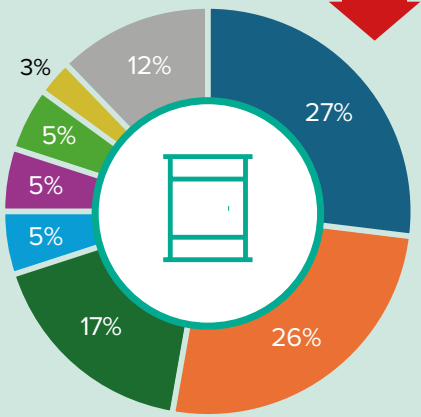
Local Living
Whole Potatoes

400g

QUICK MEAL SOLUTIONS

Soup Breakdown

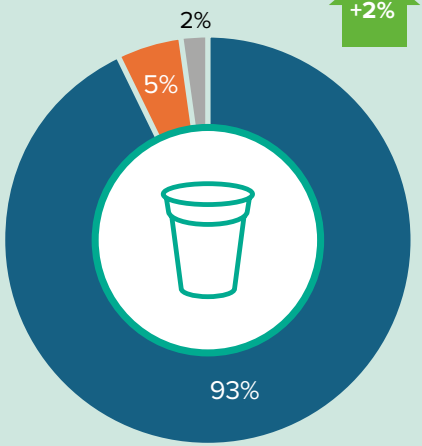
-7%



Tomato
Vegetable
Chicken
Lentil
Oxtail
Mushroom
Minestrone
Other

Snack Meal Breakdown

+2%



Noodles
Pasta
Other

Sources:

1. Symbols & Independents, Value & Volume, MAT vs MAT LY to 14.06.2026

1 PREMIUM WORLD NOODLES



World Snack Meals are up +15%, with Premium lines growing +33%, driven largely by Samyang.[1]

Stock key Samyang and premium noodle lines to add variety and capture trade-up.

2 BACK BOWLS & CUPS



Pots remain the largest format, but are down 8%, while Bowls are up 38% and Cups 6%.

Offer a bowl or cup option to encourage trade-up, prioritising World Noodles.

3 FOCUS SOUP FLAVOURS



Soup is in decline. Focus space on the 7 flavours driving 88% of sales.

Follow the Core Range to prioritise proven flavours and reduce slow-selling duplication.

4 STOCK HEARTY TRADE-UPS



Heinz Big Soup Chicken & Vegetable and Beef & Vegetable are both up +14% in value.[1]

Stock Big Soup lines to offer a more filling meal solution and encourage shoppers to trade up.

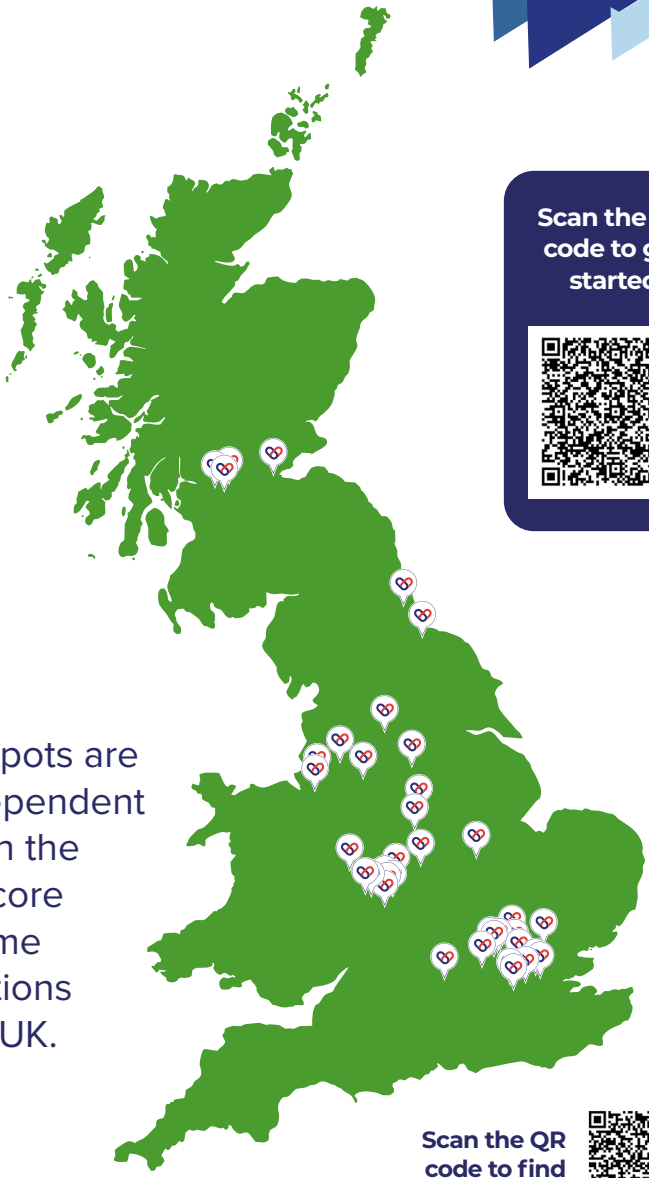
1m × 4 Shelf

CORE EXTENDED NEW





Plan for Profit
Depot Locator



Scan the QR code to get started

Plan for Profit participating depots are supporting independent retailers through the **Plan for Profit** core range programme in multiple locations throughout the UK.

Scan the QR code to find your nearest depot

Dedicated to the Plan for Profit Independent Retailer

Web | App | Guides | In Store | In Depot

PMP



Heinz
Big Soup Beef
400g

BEST
PMP



Heinz
Big Soup Chicken
400g

BEST
PMP



Heinz
Tomato
400g

BEST
PMP



Heinz
Vegetable
400g

PMP



Heinz
Minestrone
400g

PMP



Heinz
Mushroom
400g

BEST
PMP



Heinz
Chicken
400g

PMP



Heinz
Oxtail
400g

PMP



Baxters
Minestrone
400g

PMP



Baxters
Lentil & Bacon
400g

PMP



Baxters
Chicken Broth
400g

PMP



Baxters
Scotch Broth
400g

Nothing hits the spot like



#1 INSTANT NOODLES BRAND IN THE TOTAL MARKET*

Every minute you don't stock King Pot Noodle, shoppers buy 122 elsewhere.*

*Source: Nielsen - GB Total Coverage - Instant Hot Snacking - Value Sales MAT - w/e 13.06.2026. **Nielsen - Instant Hot Snacking - Pot Noodle - Unit Sales MAT - w/e 21.03.2026.

BEST
PMP



Cup A Soup
Chicken

4pk

BEST
PMP



Cup A Soup
Vegetable

4pk

PMP



Cup A Soup
Minestrone

4pk

PMP



Cup A Soup
Tomato

4pk



Knorr
Chicken Noodle

51g

BEST
PMP



Pot Noodle
Bombay Bad Boy

90g

PMP



Pot Noodle
Beef & Tomato

90g

BEST
PMP



Pot Noodle
Original Curry

90g

BEST
PMP



Pot Noodle
Chicken & Mushroom

90g

BEST
PMP



Pot Noodle
King Chicken & Mushroom

114g

Chicken & Mushroom Pot Noodle 90g is the **No.2** best-selling Edible Grocery product by units.



Symbols & Independents, Value & Volume, MAT vs MAT LY to 12.07.2026

UK'S NO.1
NOODLE BLOCK BRAND*

VALUE PRICE MARKED PACKS, EXCLUSIVE FOR CONVENIENCE STORES



IRRESISTIBLY Batchelors™

UK's No.1 Noodle Block brand : Circana (UK) Ltd, Batchelors, All Outlets , UK, Premier Foods Non-Syndicated Retailer Scan Data for Savoury Noodles, Value & Unit Sales, 52 WE 25 April 2026. Nation's Favourite Noodle Block, Batchelors Super Noodles: VYPR, Nation's Favourite Noodle Block Survey May 2026.

BEST

PMP



Super Noodles
Pot Chicken

75g

PMP



Super Noodles
Chicken

90g

PMP



Super Noodles
BBQ Beef

90g

Samyang Buldak Carbonara **+22%** Value Growth.



Symbols & Independents, Value & Volume, MAT vs MAT LY to 12.07.2026



Koka
Spicy Stir-Fried Noodles

85g



Maggi
Noodles Masala

70g

BEST



Samyang
Buldak Carbonara

130g

PMP



Pasta 'N' Sauce
Mac 'N' Cheese

99g

PMP



Pasta 'N' Sauce
Cheese & Broccoli

99g

NEW



Ben's
Chow Mein

250g

NEW



Dolmio
Rigatoni Bolognese

250g

Microwave Snack Meals are growing in popularity.

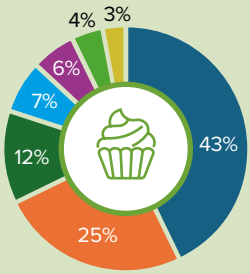


Circana | L52 w/e Sept 2025
vs LY | IRI All Outlets

DESSERTS, SPREADS & HOME BAKE

Homebake Breakdown

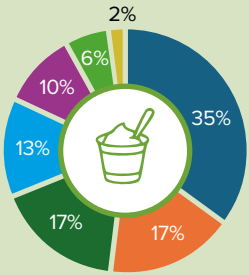
-6%



- Flour
- Dried Nuts & Fruits
- Cake Mixes
- Flavourings & Colourings
- Baking Ingredients
- Syrups
- Decorations

Desserts Breakdown

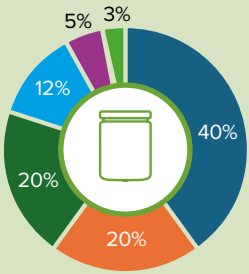
-12%



- Custard
- Condensed Milk
- Fruit
- Rice Pudding
- Jelly/Fruit Pots
- Sponge Puddings
- Milk Puddings

Preserves & Spreads Breakdown

-9%



- Spreads
- Honey
- Jams
- Nut Butter
- Yeast Extract
- Marmalade

Sources:

1. Circana IRI Convenience GB - Home Baking - 12wk Value /Volume sales YoY. value/share 12wk - Jan 03 2026
2. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026

1 BACK BAKING MIXES



Baking Mixes are growing +3.4% in Convenience, but independents are missing out.[1]

Keep cake mixes visible, easy to find and priced clearly.

2 DRIVE BASKET SPEND



Baking Ingredients added £170k in Symbols, with flour and ingredients over 60% of Home Baking in sales.[2]

Place dried fruit, nuts and decorations next to core baking lines to encourage extra spend.

3 COVER DAILY SPREADS



Spreads, jams, honey and peanut butter support regular breakfast, snacking and top-up missions.

Stock a clear choice of everyday spreads, keeping best sellers visible and price-marked where possible.

4 COVER DESSERT MISSIONS





Dessert sales are split across Individual, To Make and To Share occasions.

Follow the Core Range to stock all three missions, keeping desserts and tinned fruit easy to find with prices clearly visible.

2m × 3 Shelf

CORE EXTENDED NEW





STOCK UP ON BEST-SELLING FAMILY FAVOURITES, AVAILABLE IN PRICE MARKED PACKS!



SUN·PAT





Cadbury
Sticky Puds

2pk



Mr Kipling
Golden Syrup Sponge Pudding
2pk

BEST
PMP



Ambrosia
Rice Pudding

400g

BEST
PMP



Ambrosia
Custard

400g

PMP



Birds
Custard Powder

250g



Hartley's
Strawberry Jelly

135g

PMP



Hartley's
Strawberry Jelly Pot

125g

BEST
PMP



Nestlé Carnation
Condensed Milk

397g

BEST
PMP



Nestlé Carnation
Evaporated Milk

410g

PMP



Del Monte
Fruit Cocktail

415g

PMP



Del Monte
Sliced Pineapple

435g

BEST
PMP



Nutella
Spread

200g

Del Monte Quality

SAY YES TO THE #1 CANNED FRUIT BRAND*

FEATURED IN 8 OF THE TOP 10
PERFORMING PRODUCTS IN THE CATEGORY**



*Nielsen Scantrack W/E 27.12.26

**Nielsen W/E 11.07.2026

STOCK UP NOW | AVAILABLE AS PMP

Plan for Profit
POS printer



Posters, stack cards and shelf talkers



Themed point of sale



Featured brands



In-store signage

Dedicated to the Plan for Profit Independent Retailer

Scan the QR code to get started

Create. *Personalise.* PRINT.

Web | App | Guides | In Store | In Depot



Lotus
Biscoff Spread

400g

BEST

PMP



Sun-Pat
Peanut Butter Crunchy

300g

PMP



Local Living
Peanut Butter Smooth

340g

BEST



Marmite
Spread

125g

BEST

PMP



Hartley's
Seedless Strawberry

340g

PMP



Local Living
Strawberry Jam

500g

PMP



Robertson's
Marmalade

454g

PMP



Local Living
Honey

340g

BEST



Rowse
Runny Honey

340g



Tate & Lyle
Golden Syrup

325g

BEST



Tate & Lyle
Caster Sugar

500g

BEST



Silver Spoon
Caster Sugar

500g

BEST



Tate & Lyle
Icing Sugar

500g

BEST



Silver Spoon
Icing Sugar

500g

PMP



Be-Ro
Plain Flour

1.1kg

PMP



Be-Ro
Self Raising

1.1kg

PMP



McDougalls
Plain Flour

1.1kg

PMP



McDougalls
Self Raising

1.1kg



Neill's
Plain Flour

1.5kg



Neill's
Self Raising

1.5kg

PMP



Betty Crocker
Fudge Brownie

415g



Dr Oetker
Baking Powder

170g

BEST



Dr Oetker
Bicarb Soda

200g



Dr Oetker
Vanilla Extract

35ml



ReaLemon
Lemon Juice

200ml



29% of shoppers are influenced by new flavour twists, highlighting the opportunity for flavour-led NPD.

Mintel Home Baking Trends 2025

NEW



Dr. Oetker
Old School Mix

250g

NEW



Dr. Oetker
Old School Pink

250g

NEW



Dr. Oetker
Old School Chocolate

250g

Dr.Oetker

STOCK YOUR SHELVES WITH *the UK's #1 home baking brand*[1]

8.1M BUYERS
DR. OETKER BAKING PRODUCTS ARE BOUGHT BY 28% UK HOUSEHOLDS EVERY YEAR[1]

TOP 4 BAKING INDREDIENTS FOR YOUR RANGE:
BAKING SODA, MILK CHOC CHIPS, VANILLA EXTRACT, BAKING POWDER[2]

BAKING MIXES OVERTRADE IN CONVENIENCE ACCOUNTING FOR 1/3 OF VALUE SALES AND CAN DRIVE IMPULSE PURCHASES[2]

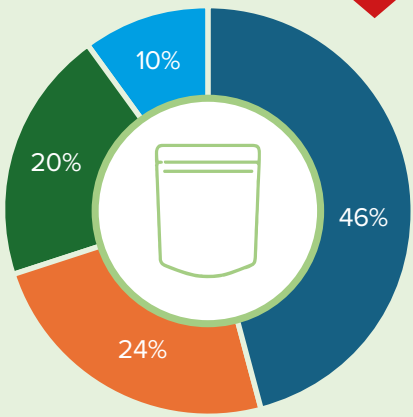


[1] Nielseniq Panel On Demand Homescan | Total Outlets GB | 52w/e 11 July 2026. [2] Nielseniq Retail Measurement | Total Cake | Total Impulse GB | 52w/e 11 July 2026.

COOKING & MEAL SOLUTIONS

Category Breakdown

-6%



- Cooking Ingredients
- Pasta, Rice & Pulses
- Condiments & Dressings
- Cooking Sauces & Kits

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On World Foods guide**, featuring additional category insights and ranging advice.



Sources:

1. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026

1 PROVIDE EASY MEALS



Dolmio is growing, driven by core pasta sauce jars, including Bolognese, Lasagne and Pasta Bake sauces.[1]

Stock pasta sauce next to dry pasta to help shoppers build a quick meal.

2 OFFER VALUE RICE



Own Brand accounts for 1 in 3 rice sales, highlighting the importance of value.[1]

Stock a value rice option, then encourage shoppers to trade up with Ben's Original.

3 BACK WORLD FOODS



Coconut milk is growing, with value up 13% and volume up 22%.[1]

Stock world cooking staples for curries, stir-fries and spicy meals.

4 FOCUS COOKING STAPLES



Oils, herbs and spices are worth over £70m, but the category is declining.[1]

Stock everyday basics and follow the Core Range to avoid duplicated lines.

1m × 6 Shelf

CORE EXTENDED NEW



BOLOGNESE IS THE #1 MEAL OCCASION

WITHIN BOTH THE TOTAL MARKET AND CONVENIENCE.

DOLMIO MAKES UP 37% OF TOTAL ITALIAN SALES IN TOTAL CONVENIENCE



BOOST YOUR SALES & STOCK UP NOW

VEGETABLES **95%** VEGETABLES

Source Nielsen RMS Data to WE 22ND MARCH 2025 (52 WE 17th May 2025 - Nielsen RMS)

© 2025 Mars or Affiliates.

BEST
PMP



Heinz
Tomato Ketchup

460g

BEST
PMP



Local Living
Tomato Ketchup

500ml

PMP



Local Living
BBQ Sauce

500ml

BEST
PMP



HP
Brown Sauce

450g

BEST
PMP



Heinz
Salad Cream

425g

BEST
PMP



Hellmann's
Real Mayo

430ml

BEST
PMP



Hellmann's
Light Mayo

430ml

BEST
PMP



Local Living
Mayonnaise

500ml

PMP



Nando's
Medium Peri Peri

125g



Nando's
Mild Perinaise

265g



Blue Dragon
Sweet Chilli

315g



Kikkoman
Soy Sauce

150ml



100% NATURALLY BREWED

The No1 Soy Sauce Brand*

ONLY FOUR
INGREDIENTS; SOYBEANS, WHEAT, WATER AND SALT

RICH
IN UMAMI THAT ENHANCES AND HARMONISES EVERY DISH





ADD DEEP FLAVOUR TO STIR-FRIES

*Circana we 18.04.26



Colman's
Apple Sauce

155g

BEST



Colman's
English Mustard

100g

BEST



Colman's
Mint Sauce

165g



Kühne
Gherkins

330g

PMP



Branston
Pickle

360g



Sarson's
Malt Vinegar

250ml

PMP



Saxa
Salt Fine

675g

PMP



Saxa
Black Pepper

25g

BEST

PMP



Dolmio
Creamy White

440g

BEST

PMP



Dolmio
Creamy Tomato

450g

BEST

PMP



Dolmio
Onion & Garlic

450g

BEST

PMP



Dolmio
Bolognese

450g

PMP



Loyd Grossman
Tomato & Basil

350g

PMP



Ben's
Sweet & Sour Sauce

450g

PMP



Patak's
Korma

450g

EITHER OR

PMP



Sharwood's
Korma

420g

PMP



Patak's
Tikka Masala

450g

EITHER OR

PMP



Sharwood's
Tikka Masala

420g

PMP



Sharwood's
Mini Naans

260g





Leicester Bakery
Bakery Naans

VAS

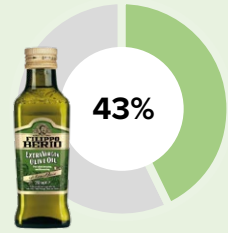




Sharwood's
Poppadoms

72g

43% of shoppers say authenticity is their top priority when buying World Foods.



60% say they are cutting back on takeaways and eating out due to the cost of living.



Worldpanel: Demographics Cooking Sauces 2025. Circana IRI all outlets Value Share of Category March 2026 /Premier Foods

PMP



Old El Paso
Tortillas

326g

PMP



Old El Paso
Fajita Kit

500g

BEST

PMP



Colman's
Chilli Con Carne

50g

BEST

PMP



Colman's
Cheese Sauce

40g



Colman's
Pepper Sauce

40g



Knorr
Chicken Stock

8pk



Knorr
Vegetable Stock

8pk

BEST

PMP



OXO
Beef Stock

12pk

PMP



Bisto
Chicken Gravy

190g

BEST

PMP



Bisto
Gravy

190g

BEST

PMP



Paxo
Sage & Onion

170g

PMP



Batchelors
Smash

176g

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

BEST



Crisp 'N Dry
Vegetable Oil

1L

BEST



Local Living
Vegetable Oil

1L

NEW



Nando's
Ketchup Mild Ketchup

280g

PMP



Filippo Berio
Extra Virgin Olive Oil

250ml

EITHER
OR

PMP



Filippo Berio
Extra Virgin Olive Oil

500ml

PMP



Local Living
Fusilli

VAS

PMP



Local Living
Penne

VAS

BEST
PMP



Local Living
Spaghetti

VAS

BEST
PMP



Local Living
Basmati Rice

250g

PMP



Local Living
Long Grain Rice

250g



Ben's
Egg Fried Rice

220g



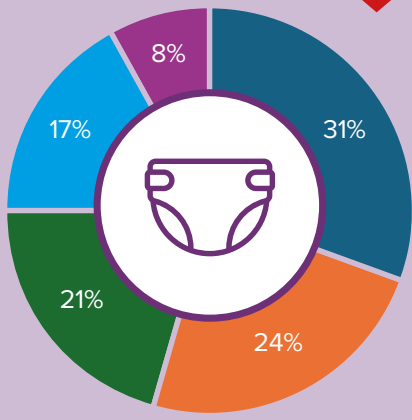
Ben's
Golden Veg Rice

220g

BABYCARE

Category Breakdown

-15%



- Baby Wipes
- Baby Milk
- Nappies
- Baby Food
- Baby Toiletries

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Health, Beauty & Baby Care guide**, featuring additional category insights and ranging advice.



1 PRIORITISE BABY WIPES



Baby wipes are the biggest Baby Care area, accounting for 31% of value.[1]

Stock key wipes, including sensitive and pure wipes from trusted brands.

2 STOCK KEY NAPPY SIZES



Size 4, 5 and 6 are must-stock nappy sizes, with demand moving towards larger sizes.

Focus the nappy range on the key sizes, and include size 7 where space allows.

3 BACK BABY TOILETRIES



Baby Toiletries is the only Baby Care area in growth, up 3.9%.[1]

Stock trusted toiletries such as Sudocrem, Johnson's Baby and gentle baby skincare.

4 STOCK TRUSTED BRANDS



Baby Care shoppers are brand loyal, and 62% will go elsewhere if they cannot find their usual brand.[2]

Keep trusted brands easy to find, including Pampers, Huggies, Johnson's Baby and Sudocrem.

Sources:

1. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026
2. Proprietary Brand Manufacturer Research, Danone 2026

1m × 3 Shelf


4
Aptamil
Cow&Gate
From Birth 1
Cow&Gate
From 6 months 2
Ella's kitchen
strawberries + apples
Ella's kitchen
apples carrots + parsnips
Ella's kitchen
chicken casserole
Ella's kitchen
red one
Farley's Rusks
Original
3
1
Pampers
baby-dry
OWN BRAND
2
Pampers
baby-dry
3
Pampers
baby-dry
4
Pampers
baby-dry
5
Pampers
pants
5
Pampers
pants
6

BEST



Aptamil
1 First Formula

800g

BEST



Cow & Gate
1 First Formula

800g

BEST



Cow & Gate
2 Follow On Formula

800g



Cow & Gate
1 First Milk RTF

200ml



Aptamil
1 First Milk RTF

200ml



Ella's Kitchen
The Red One

90g



Ella's Kitchen
Strawberries + Apples

120g



Ella's Kitchen
Apples Carrots + Parsnips

120g



Ella's Kitchen
Chicken Casserole

130g



Farley's
Rusks

150g

BEST



Johnson's
Cotton Buds

100pk

PMP



Johnson's
Baby Shampoo

300ml

PMP



Johnson's
Baby Bath

300ml

PMP



Johnson's
Baby Lotion

300ml

BEST
PMP



Johnson's
Baby Oil

200ml



Johnson's
Baby Powder

200g

BEST



Sudocrem
Antiseptic Cream

60g

BEST
PMP



Local Living
Baby Wipes

56pk

BEST
PMP



Pampers
Sensitive Baby Wipes

52pk

PMP



Pampers
Nappies Size 3

30pk

PMP



Pampers
Nappies Size 4

25pk

BEST
PMP



Pampers
Nappy Pants Size 5

21pk

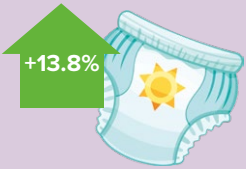
BEST
PMP



Pampers
Nappy Pants Size 6

19pk

Nappy Pants are growing, with sales up **13.8%**.

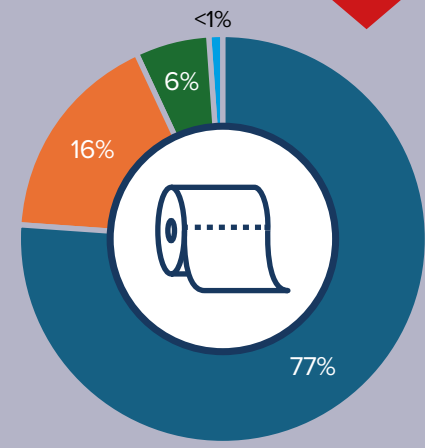


Smartview Convenience, Symbols & Independents, Baby Care Value Sales, 52w MAT TY VS LY 14.06.2026

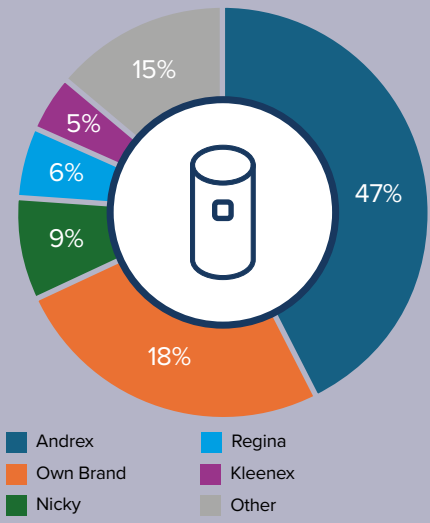
PAPERWARE

Category Breakdown

-20%



Brand Breakdown



Sources:

1. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026

1 PRIORITISE TOILET ROLL



Toilet roll accounts for 77% of Paperware value.[1]

Give toilet roll the most space, including core 4 roll and 9 roll packs.

2 OFFER PACK SIZE CHOICE



4 roll packs are key for top-up shops, while 9 roll packs offer bigger-basket value.[1]

Stock both smaller and larger toilet roll packs to cover different shopper needs.

3 STOCK KITCHEN TOWEL



Kitchen towel accounts for 17% of Paperware value.[1]

Keep core kitchen towel lines on shelf for spills, cleaning and kitchen tasks.

4 COVER FACIAL TISSUES



Facial tissues account for 6% of Paperware value.[1]

Stock regular tissues and pocket packs for cold, flu and on-the-go needs.

1m × 3 Shelf

CORE EXTENDED NEW



LOCAL LIVING

Everyday essentials, for less

31%

OF TOILET & KITCHEN ROLL UNIT SALES ARE OWN BRAND

Symbols & Independents



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

- Everyday essential items
- Supports repeat purchases
- Makes value easy to find

Scan here

TO FIND YOUR NEAREST DEPOT

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

PMP



Andrex
Toilet Roll

2pk

BEST
PMP



Local Living
Toilet Roll

4pk

BEST
PMP



Andrex
Toilet Roll

4pk

PMP



Andrex
Ultimate Quilts

4pk

PMP



Andrex
Toilet Roll

9pk



Andrex
Washlets

36pk

BEST
PMP



Local Living
Kitchen Roll

1pk

PMP



Kleenex
Extra Large Twin

244pk

BEST



Kleenex
Pocket Packs

1pk

PAPERWARE

PLAN FOR PROFIT TIP

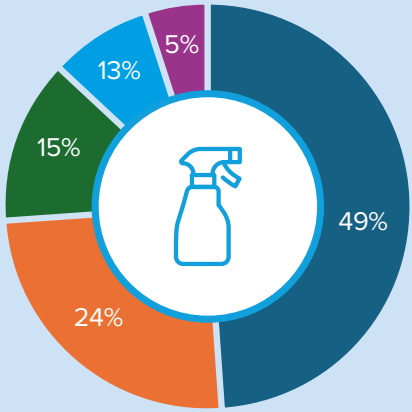
Keep your Paperware range focused with a clear good, better, best offer across key price points.



HOUSEHOLD & LAUNDRY

Category Breakdown

-7%



- General Household
- Dish Care
- Laundry
- Air Care
- Cleaning

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Household & Laundry guide**, featuring additional category insights and ranging advice.



Sources:

1. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026
2. Proprietary Branch Manufacturer Research, P&G
3. Nielsen - Fabric Clean and Fabric Enhancers - GB Total Market, Total Coverage & Total Impulse - Value Sales - MAT: 24.01.2026

1 BACK MULTI-PURPOSE



42% of sales are multi-purpose cleaners and growing by 31.5%.[1]

Make these easy to find and stock trusted brands.

2 PROVIDE QUICK CLEANS



80% of cleaning occasions are quick.[2]

Wipes are a must-stock product for convenience stores.

3 COVER NON-BIO



Non-bio accounts for 39% of laundry detergent sales.[3]

Stock non-bio to appeal to different shopper needs.

4 FRAGRANCE CHOICE



68% of shoppers want outdoor freshness, making fragrance-led laundry a strong opportunity.[2]

Ensure your range includes scented products.

1m × 5 Shelf

CORE EXTENDED NEW



LOCAL LIVING

Everyday essentials, for less

£17.1m

IN OWN BRAND GENERAL HOUSEHOLD SALES

Symbols & Independents



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

- For everyday jobs
- Gives practical value
- Drives linked purchases

Scan here

TO FIND YOUR NEAREST DEPOT

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

BEST
PMP



Febreze
Blossom

185ml

EITHER
OR

BEST
PMP



Febreze
Cotton Fresh

185ml

BEST
PMP



Fairy
Original

320ml

PMP



Fairy
Pomegranate

320ml

PMP



Finish
Power All-in-1

13pk

BEST
PMP



Domestos
Bleach

750ml

PMP



Harpic
Power Plus

680ml

PMP



Cif
Cream Lemon

500ml

PMP



Flash
All Purpose Lemon

1L

PMP



Flash
Spray Bathroom

500ml

PMP



Flash
Spray Bleach

500ml

PMP



Dettol
Surface Spray

500ml

BEST



Dettol
Liquid

500ml

PMP



Dettol
Surface Wipes

30pk

PMP



Mr Muscle
Window & Glass

500ml



Mr Muscle
Drain Gel

500ml



Mr Muscle
Oven Cleaner

300ml

PMP



Mr Sheen
Polish

250ml

BEST



Zoflora
Mixed Case

120ml



Raid
Fly & Wasp Killer

300ml

PMP



Local Living
Firelighters

14pk

BEST

PMP



Local Living
Heavy Duty Sacks

8pk

PMP



Bacofoil
Baking Paper

5m

BEST

PMP



Bacofoil
Kitchen Foil

5m



Duracell
Plus 9v

2pk

BEST



Duracell
Plus AA

4pk

BEST



Duracell
Plus AAA

4pk



Duracell
Plus C

2pk



Duracell
Plus D

2pk

BEST

PMP



Daz
All In One

12pk

BEST

PMP



Fairy
Non Bio

12pk

BEST

PMP



Surf
Tropical Liquid

24w

BEST

PMP



Surf
Tropical Powder

10w

PMP



Vanish
Gold Pink Multi Powder

450g

PMP



Comfort
Pure

31w

BEST

PMP



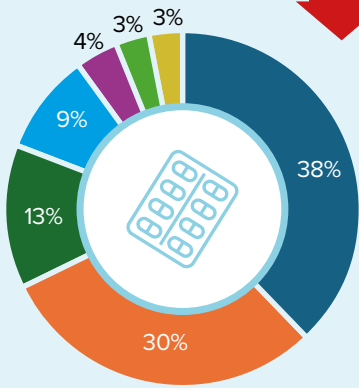
Comfort
Blue Skies

31w

HEALTH & BEAUTY

Medicines Breakdown

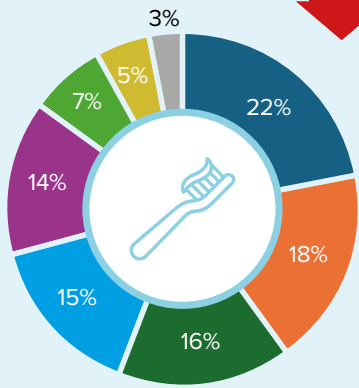
-4%



- Cough Cold & Flu
- Childrens
- Hayfever /Allergy
- Adult Pain
- Sexual Wellbeing
- Other
- Digestive Health

Personal Care Breakdown

-1%



- Femcare
- Oral Care
- Shaving
- Deodorants & Body Sprays
- Hair Care
- Skin Care
- Washing & Bathing
- Other Health & Beauty

Sources:

1. Symbols & Independents, Value &Volume, MAT vs MAT LY to 14.06.2026

1 STOCK HEALTH ESSENTIALS



Medicines account for 51% of Health & Beauty value.[1]

Keep core health essentials available, including pain relief, cough & cold, children's medicine and digestive health.

2 BACK DEODORANTS



Deodorants & body sprays are growing, with value up 4% and volume up 1%.[1]

Stock core body sprays, aerosols and roll-ons to cover everyday freshening needs.

3 COVER DAILY CARE



Washing & bathing, oral care and hair care are worth over £50m combined.[1]

Stock everyday basics such as shower gel, soap, toothpaste, shampoo and conditioner.

4 OFFER GROOMING BASICS



Shaving is in value growth, up 1%, with disposable razors among the key lines.[1]

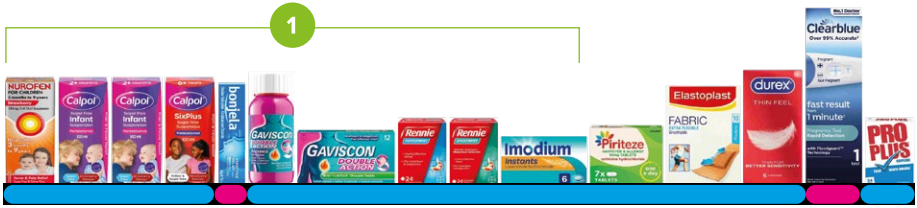
Stock simple grooming basics such as razors, shave gel and men's deodorant.

MEDICINE

CORE EXTENDED NEW

1m × 2 Shelf





PERSONAL CARE

1m × 3 Shelf



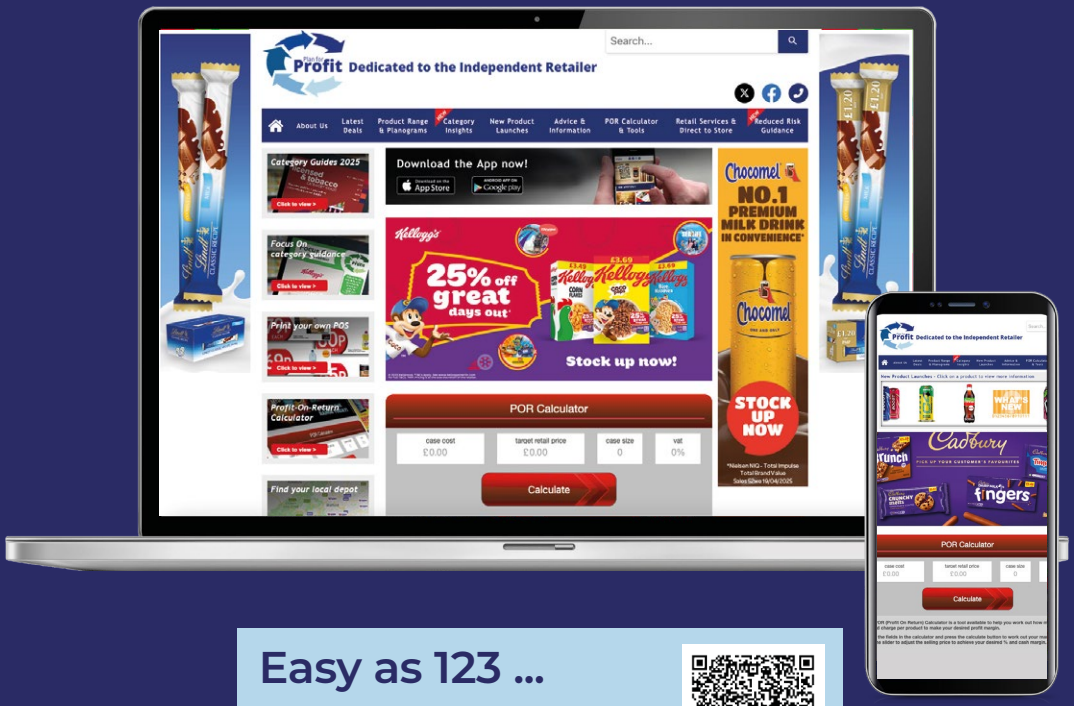




HEALTH & BEAUTY

Calculate your **margins**

Calculate the price you need to hit your desired profit margins using out POR Calculator



Easy as 123 ...

1. Visit Plan for Profit Website
2. Enter pricing details
3. Get your POR in seconds!

Scan Me

Dedicated to the Plan for Profit Independent Retailer

Web | App | Guides | In Store | In Depot

BEST



Anadin
Extra

16pk

BEST



Nurofen
Express

10pk



Nurofen
Ibuprofen

12pk

BEST



Own Brand
Ibuprofen

16pk

BEST



Own Brand
Paracetamol

16pk



Piriteze
Allergy

7pk

BEST



Calpol
2+ Paracetamol

100ml

BEST



Calpol
6+ Paracetamol

80ml



Nurofen
Children Strawberry

100ml



Beechams
All In One

160ml



Lemsip MAX
Cold & Flu Capsules

16pk



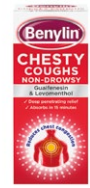
Lemsip MAX
Cold & Flu Sachets

5pk



Durex
Thin Feel

6pk



Benylin
Chesty Cough

150ml



Sudafed
Spray

15ml

BEST



Imodium
Instants

6pk



Pro Plus
Caffeine

24pk



Elastoplast
Fabric Plasters

10pk



Gaviscon
Liquid

150ml



Gaviscon
Tablets

12pk



Rennie
Spearmint

24pk

BEST



Rennie
Peppermint

24pk



Strepsils
Honey & Lemon

16pk

Urgent-need shoppers spend **1.75x** more than average.



Kantar, Convenience Shopper Intelligence, 2020

BEST



Colgate
Toothbrush

1pk

BEST
PMP



Colgate
Triple Action

75ml

BEST
PMP



Listerine
Cool Mint

250ml



Fixodent
Complete Fresh

40g



Steradent
Active+ Tablets

30pk



Vaseline
Original

50ml



Gillette
Blue II

4pk



Gillette
Shaving Foam

200ml



Gillette
Shaving Gel

200ml

PMP



Alberto Balsam
Raspberry Conditioner

300ml

BEST
PMP



Alberto Balsam
Raspberry Shampoo

300ml

PMP



Head & Shoulders
2in1

250ml



Alberto Balsam
Ultra Strong Gel

200ml



Silvikrin
Maximum Hairspray

250ml

2in1 Shampoo is growing, up **8.8%**.



Smartview Convenience, Symbols & Independents, Personal Care Value Sales, 52w MAT TY VS LY 14.06.2026

BEST

PMP



Carex
Hand Wash

250ml

BEST



Carex
Aloe Vera Gel

50ml



Dove
Cream Bar

1pk



Lynx
Africa Bodywash

225ml

BEST

PMP



Radox
Feel Refreshed

225ml

BEST

PMP



Radox
Bath Soak

500ml

PMP



Simple
Facial Wipes

25pk

Facial Wipes are performing strongly, with value up **6.2%.**

Simple is driving category growth, with sales up **9.5%**.



Smartview Convenience, Symbols & Independents, Personal Care Value Sales, 52w MAT TY VS LY 14.06.2026

PMP



Impulse Tease
Spray

75ml

BEST
PMP



Sure
Bright Bouquet

150ml



Dove
Original Roll On

50ml

BEST
PMP



Lynx
Africa Bodyspray

200ml

BEST
PMP



Sure
Invisible Ice

150ml

PMP



Sure
Original Roll On

50ml

BEST
PMP



Always
Normal (Size 1)

13pk

PMP



Always
Long (Size 2)

11pk

PMP



Always
Day & Night (Size 4)

9pk

PMP



Tampax
Compak Regular

18pk

BEST
PMP



Tampax
Compak Super

18pk



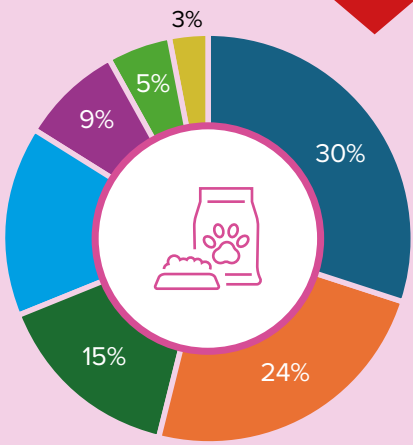
Always
Discreet Normal

12pk

PET CARE

Category Breakdown

-13%



- Wet Cat
- Dry Cat
- Wet Dog
- Cat Treats
- Dry Dog
- Cat Litter
- Dog Treats

WANT TO KNOW MORE?

Scan the QR code to explore the full **Focus On Pet Care guide**, featuring additional category insights and ranging advice.



Sources:

1. Circana (UK) Ltd, Market Advantage (MA) 3.0, Symbols & Independents, Dog Food value sales by category, pack format and brand, 52 w/e 16 May 2026.

1 CORE WET DOG FOOD



46% of dog food sales come through wet dog food.[1]

Stock cans, pouches and multipacks from brands customers know.

2 GROW WITH TREATS



Both cat and dog treats are a key growth opportunity.[1]

Utilise treats as an add-on purchase, increasing basket spend.

3 BACK LUXURY CAT



Luxury wet cat food is growing by +6.8%.[1]

Appeal to all shoppers by stocking a small premium range.

4 OFFER DRY FOOD



Dry food is important for shoppers looking for everyday feeding solutions.

Range the key bestselling brands.

1m × 5 Shelf

CORE EXTENDED NEW



PET CARE

POWER OF PAWS

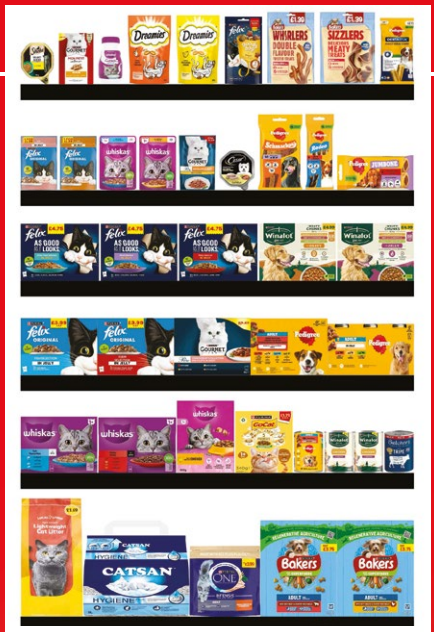
Why is the pet category important?

HIGH VALUE
Symbols and Independents shoppers spend **£3.4 million** on pet food each week*

PRE-PLANNED
56% plan exactly what petfood they'll buy before going to store**

POWER OF PRICE MARKED PACKS
Top 10 selling pet food lines are in PMPs*

STRONG BRANDS
88% of pet food sales are BRANDED*



How can you grow your pet category?

MEETING THE NEEDS OF PET OWNERS
Stock up on wet, dry and treats for cat and dog owners as they feed their pets different types of food

HELPING THE SHOPPER
Have clear product groupings & keep brands together within product groups

FAIR SHARE OF SPACE
Maximise sales by allocating space to each category and its brands based on sales, ensuring the fixture is optimally organised

GET YOUR RANGE RIGHT
Branded best sellers drive sales, Remove slow selling lines and ensure the best sellers, like Felix have the space they deserve

PRICE MARKED PACKS
Stock up on the pet food ranges that are available in a PMP format

TOP 10 MUST HAVES



*Circana (UK) Ltd, Symbols & Independents, Circana MA 3.0, Core Main Meal & Non Main Meal, Value Sales, 52 WE 16th May 2026. **IGD Category Benchmark Pet Food 2025.
®Reg. Trademark of Société des Produits Nestlé S.A

BEST



Dreamies
Chicken

60g

PMP



Felix
Goody Bag Original

60g

PMP



Felix
Chicken

85g

PMP



Felix
AGAIL Chicken in Jelly

85g

PMP



Felix
AGAIL Tuna in Jelly

85g

BEST

PMP



Felix
Farm Selection

12x85g

BEST

PMP



Felix
Fish Selection

12x85g

BEST

PMP



Felix
AGAIL Meaty Selection

12x85g

PMP



Felix
AGAIL Ocean Feast

12x85g

BEST



Whiskas
Mixed Menu

12x85g



Whiskas
Poultry Feasts

12x85g

BEST

PMP



Gourmet
Connoisseur's Collection

12x85g

Introducing the Dream 20 Core Range

DREAM TWENTY

20 OF OUR BEST FOR CONVENIENCE SUCCESS

Brought to you by MARS Petcare

THE POWER OF PETCARE

- **Pet ownership is huge – 62% of UK Households own a pet[1]**
- **Pet Food & Litter is a growing and powerful category worth £4.3bn – bigger than Babycare, Breakfast Cereals & Chocolate Confectionery[2]**
- **Pet owners spend 15% more (excluding Pet Food & Litter) and buy across more categories[3]**



Rank	EAN	Description
1	5900951303135	WHISKAS 1+ Cat Pouches Poultry Selection in Jelly 12x85g
2	5010394003766	PEDIGREE Jumbone Medium Dog Treats with Beef & Poultry 2 Chews
3	5000166052115	PEDIGREE Dog Tin with Chicken in Jelly 385g
4	4008429082986	CATSAN Hygiene Cat Litter 5L
5	4008429138232	CESAR Classic Terrine with Chicken and Turkey 150g
6	5900951305597	WHISKAS 1+ Cat Complete Dry with Chicken 300g
7	4008429037894	DREAMIES Cat Treats With Chicken 60g
8	5000166157681	WHISKAS 1+ Cat Tin with Chicken in Jelly 400g
9	5000166157360	WHISKAS 1+ Cat Pouches Fish Selection in Jelly 12x85g
10	5998749104392	PEDIGREE DentaStix Daily Dental Chews Medium Dog 3 Sticks
11	3065890148017	CESAR Classics Terrine Mixed Selection 8x150g
12	3065890099692	SHEBA Fine Flakes Cat Pouches Poultry Collection in Jelly 12x85g pack
13	5010394998185	PEDIGREE Rodeo Dog Treats with Beef 4 Stick
14	5900951277979	PEDIGREE Adult Dog Pouches with Chicken in Jelly 3x100g
15	5000166123747	PEDIGREE Dog Tins Mixed Selection in Jelly 6x385g
16	3065890155169	WHISKAS 1+ Cat Pouches with Chicken in Jelly 85g
17	5010394001038	PEDIGREE Schmackos Dog Treats Multi 12 Stick
18	5000166157469	WHISKAS 2-12mths Cat Pouches Poultry Feasts in Jelly 12x85g
19	4770608265908	SHEBA Fresh & Fine Cat Pouches with Chicken & Turkey & Duck in Gravy 6x50g
20	4008429070426	SHEBA Select Slices Cat Trays with Chicken in Gravy 85g

1 Source: Kantar/Soulor Consulting Ltd. January 2026. 2 Source: UK Pet Food Market Data Report 2026 Kantar / Soulor Consulting. 3 Source: Kantar Worldpanel 2023

© 2026 Mars or Affiliates.

PMP



Go-Cat
Chicken & Turkey

340g

BEST



Whiskas
Complete Chicken

300g

PMP



Purina
One Chicken

600g

BEST



Catsan
Cat Litter

5L

PMP



Local Living
Cat Litter

3L

PMP



Bakers
Sizzlers

90g



Pedigree
Rodeo Beef

4pk



Pedigree
Schmackos

12pck

BEST



Pedigree
Jumbone Medium

2pck



Pedigree
DentaStix Medium

5pck

PLAN FOR PROFIT TIP

Use clip strips to provide key Pet Care add-ons, such as dog waste bags, without taking up space on shelf.



LOCAL LIVING

Everyday essentials, for less

£12.7m

IN OWN BRAND PET CARE SALES

Symbols & Independents



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

- Covers key pet missions
- Supports regular purchases
- Adds a value tier

Scan here

TO FIND YOUR NEAREST DEPOT

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

BEST
PMP



Butchers
Tripe

400g





Pedigree
Chicken in Jelly

385g



Pedigree
Original Loaf

400g

BEST
PMP



Winalot
Chicken

400g

PMP



Winalot
Lamb & Turkey

400g

BEST
PMP



Winalot
Meaty Chunks Gravy

12x100g

BEST
PMP



Winalot
Meaty Chunks Gravy

12x100g



Pedigree
Mixed Selection Jelly

12x100g

BEST



Cesar
Chicken & Turkey

150g

BEST
PMP



Bakers
Beef & Vegetable

1kg

PMP



Bakers
Chicken & Vegetable

1kg

Bakers
No.1 Dry Dog Brand.



SmartView Convenience, Symbols & Independents, Dry Dog, Value, 52w MAT to 09.08.26

STOCK UP ON NESCAFÉ

THE UK's No 1 COFFEE BRAND





*Source Circana (UK) Ltd. All Outlets. UK, 52 WE 27 Dec 2025.

NESCAFÉ