

Christmas 2019 Confectionery Category Advice

Seasonal Confectionery is incremental to core confectionery, therefore stocking a range will drive additional sales.

Backing NPD is crucial during the Christmas season as this amounts to 9.9% of Confectionery sales and brings excitement to the category.
(IRI SIG w/e 29.12.18)

Impulse confectionery products should be executed off shelf, from the early season to drive purchase from impulsive shoppers.

Shoppers are most likely to purchase confectionery as a gift, so ensuring you have a range of sharing boxed and inlaid chocolates is key.
(HIM Omni Channel Barometer Dec 2018)

Giant Tubes attracts a younger shopper into seasonal confectionery, and are purchased by over 25% of the population.

Must Stocks:

Advents



Giant Tubes



Pouch



Selection Boxes



Sharing Boxed



Cartons



After Dinner



Novelties



Impulse



Inlaid



Tubs

