CATEGORY ADVICE 2021

CEREALS

- Market Insights
- Must Stock Lines
- Planograms

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BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

CEREALS

Market Insight

CATEGORY ADVICE 2021

**Breakfast is the largest meal occasion.
It represents 26% of total occasions.
£11bn occasion per year.**

On average consumers eat 2.4 items
per breakfast occasion, which has risen +0.3ppts
on last year – the biggest rise has been in family breakfast.

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

**Cereal is bought on average
up to 22 times per year.**
An average of 35 boxes bought
per buyer per year.

**Baskets with cereal =
x2.6 value vs a basket without cereal.**

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

**In 2020 NPD accounted for 8% of total
cereal category value growth and was
accountable for double the amount of
sales of delisted products.**

This should give confidence for
retailers listing exciting NPD in 2021.

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

£1.6bn **Cereal is the UK's favourite
breakfast food.**

44% of Breakfasts feature Cereal
consumed 4.4x / week.

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

**Quaker Oats So Simple Golden Syrup 8pk PMP
is the No.1 hot cereal SKU in Independents & Symbols
and is growing by 14%.**

(Nielsen, Independents & Symbols, Hots Cereals, MAT, W.E. 17.04.21)

Health is a key driver for shoppers when
buying cereals, and cereal snacks.

**Balanced health and low sugar products have
contributed to 52% value to the category.**

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

**The Cereal Snacks category has
a wide appeal and covers multiple needs
from health to treat.**

Morning snacking is found more likely to be planned –
where's afternoon snacking is found to be more impulsive.

(Landmark: Occasions research, 2019 - Breakfast for one, Family Breakfast.
Source: IRI L52we Dec 20 & IRI 18.04.20, Kantar L5we Dec 20)

CEREALS

Market Insight

CATEGORY ADVICE 2021

1 The Cereal category grew **+7.1%** in 2020 **+£96m**

2 PMP's play a key role in delivering value to the shopper – all of the top 10 selling cereals are price marked.

Of the top 10 PMP SKUs 8 are Kellogg's.

Coco Pops PMP and Crunchy Nut PMP are the fastest growing brands - look out for them!

3 Site Cereal Bars near impulse categories like confectionery, crisps and snacks to maximise sales.

Drive greater units per trip in the between meal-time occasions, through key adjacency with Coffee Machines.

4 Health consciousness is rising, stocking a good range of healthy products will improve category performance.

Weetabix, Special K, Bran Flakes and Alpen are the best performing brands in the segment.

5 Rice Krispies Squares is the No.1 treat brand in convenience!

Worth over £29M and **growing +9.6% YoY,** one single squares bar is sold every 2 seconds!

6 Private label drives category decline in L52we, while Branded cereal maintains 52we growth +£696k.

The switch to brands is expected to stick as 75% of shoppers say they will continue to purchase brands.

Information correct at time of print.

CEREALS

Must Stock Lines

CATEGORY ADVICE
2021

These are the ‘Must Stock’ lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers’ needs and therefore they will visit your store again.

CEREALS

1

2

3

4

5

6

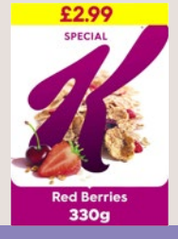
7

8

CEREALS

9

10



11

12

13

14

15

16

PORTABLE

17

18

19

20

CEREAL BARS

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

CEREALS

Must Stock Lines

CATEGORY ADVICE 2021

1

WEETABIX PM £2.99
24 BISCUITS
SKU Code: 969024

2

KELLOGG'S CRUNCHY NUT PM £2.99
500G
SKU Code: 413412

3

KELLOGG'S CORN FLAKES PM £2.99
550G
SKU Code: 413401

4

KELLOGG'S COCO POPS PM £2.99
480G
SKU Code: 613436

5

KELLOGG'S SPECIAL K ORIGINAL
PM £2.99 500G
SKU Code: 497210

6

KELLOGG'S RICE KRISPIES
PM £2.99 510G
SKU Code: 413367

7

KELLOGG'S KRAVE
PM £2.99 375G
SKU Code: 318187

8

SHREDDIES THE ORIGINAL
PM £2.39 415G
SKU Code: 610911

CEREALS

Must Stock Lines

CATEGORY ADVICE 2021

9

QUAKER OAT SO SIMPLE GOLDEN SYRUP PORRIDGE PM £2.29 216G
SKU Code: 429934

10

ALPEN THE ORIGINAL PM £2.69 550G
SKU Code: 678713

11

KELLOGG'S SPECIAL K RED BERRIES PM £2.99 360G
SKU Code: 497221

12

FROSTED SHREDDIES PM £2.69 500G
SKU Code: 610890

13

KELLOGG'S FROSTIES PM £2.99 500G
SKU Code: 413378

14

CHEERIOS MULTIGRAIN PM £2.69 375G
SKU Code: 610877

15

KELLOGG'S FRUIT 'N' FIBRE PM £2.99 750G
SKU Code: 501714

16

KELLOGG'S CRUNCHY NUT BITES PM £2.99 375G
SKU Code: 754205

CEREALS

Must Stock Lines

CATEGORY ADVICE 2021

17

WEETABIX ON THE GO VANILLA DRINK PM £1.49 250ML
SKU Code: 634931

18

KELLOGG'S VARIETY PM £2.49 191G
SKU Code: 420578

19

QUAKER OAT SO SIMPLE GOLDEN SYRUP PORRIDGE POT PM 99P 57G
SKU Code: 129175

20

QUAKER OAT SO SIMPLE ORIGINAL PORRIDGE POT PM 99P 45G
SKU Code: 429923

21

RICE KRISPIES SQUARES MARSHMALLOW PM 59P 28G
SKU Code: 687097

22

RICE KRISPIES SQUARES CHOCOLATE PM 59P 28G
SKU Code: 687107

23

RICE KRISPIES SQUARES CARAMEL PM 59P 28G
SKU Code: 687086

24

GRENADE CARB KILLA CHOCOLATE COOKIE BAR 60G
SKU Code: 435382

CEREALS

Must Stock Lines

CATEGORY ADVICE 2021

25

BELVITA SOFT BAKES CHOCOLATE CHIP PM 60P 50G
SKU Code: 280532

26

EAT NATURAL FRUIT & NUT BAR ALMOND & APRICOT 50G
SKU Code: 610232

27

KELLOGG'S COCO POPS PM 59P 20G
SKU CODE: 687031

28

TRACKER CHOCOLATE CHIP SINGLE
SKU CODE: 781648

29

KELLOGG'S CRUNCHY NUT CHOCOLATE & PEANUT PM 49P 35G
SKU CODE: 365681

30

KELLOGG'S CRUNCHY NUT BUTTER BAR COCOA HAZELNUT 45G
SKU CODE: 743483

CEREALS

Must Stock Lines

CATEGORY ADVICE
2021

31

QUAKER PORRIDGE TO GO GOLDEN SYRUP PM 75P 55G
SKU CODE: 618846

32

KIND DARK CHOCOLATE NUTS & SEA SALT 40G
SKU CODE: 591303

33

KELLOGG'S NUTRI-GRAIN BAR STRAWBERRY PM 59P 37G
SKU CODE: 687075

34

KELLOGG'S NUTRI-GRAIN BAKES RAISIN PM 59P 45G
SKU CODE: 687064

35

NATURE VALLEY OATS & HONEY PM 59P 42G
SKU CODE: 63658

CEREALS

Planogram
1m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 1 SKUs

BESTWAY	BATLEYS	
420578	420578	KELLOGGS VARIETY P/M PACK
429945	429945	OATS SO SIMPLE ORIGINAL P/M 162G
429934	429934	OATS SO SIMPLE GOLDEN SYRUP P/M 216G
429923	429923	QUAKER OATS SO SIMPLE ORIGINAL POT P/M 45G
129175	129175	QUAKER EXPRESS GOLDEN SYRUP P/M POT
634931	634931	WEETABIX OTG VANILLA P/M 250ML
634964	634964	WEETABIX OTG CHOCOLATE P/M 250ML

SHELF 2 SKUs

BESTWAY	BATLEYS	
610877	610877	CHEERIOS P/M 375G
611686	611686	CHEERIOS HONEY P/M 375G
413367	413367	RICE KRISPIES P/M 510G
585380	585380	RICE KRISPIES MULTI GRAIN P/M 350G
413378	413378	KELLOGGS FROSTIES P/M 500G

SHELF 3 SKUs

BESTWAY	BATLEYS	
318187	318187	KELLOGGS KRAVE P/M 375G
733401	733401	KELLOGGS COCO POPS PINK £2.99 480G
613436	613436	KELLOGGS COCO POPS P/M 480G
413412	413412	KELLOGGS CRUNCHY NUT P/M 500G

CEREALS

Planogram
1m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 4 SKUs

BESTWAY	BATLEYS	
696225	696225	FROSTED SHREDDIES £2.89 500G
610911	610911	SHREDDIES P/M 415G
678713	678713	ALPEN ORIGINAL P/M 550G
558261	558261	KELLOGGS BRAN FLAKES P/M 750G
501714	501714	KELLOGGS FRUIT N FIBRE P/M 750G

SHELF 5 SKUs

BESTWAY	BATLEYS	
724373	724373	WEETABIX £2.99 24 BISCUITS
497210	497210	KELLOGGS SPECIAL K £2.99 500G
497221	497221	SPECIAL K RED BERRIES P/M 360G
413401	413401	KELLOGGS CORNFLAKES P/M 550G

CEREALS

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 1 SKUs

BESTWAY	BATLEYS	
634931	634931	WEETABIX OTG VANILLA P/M 250ML
634964	634964	WEETABIX OTG CHOCOLATE P/M 250ML
129175	129175	QUAKER EXPRESS GOLDEN SYRUP P/M POT
429923	429923	QUAKER OAT SO SIMPLE ORIGINAL POT P/M 45G
420578	420578	KELLOGGS VARIETY P/M PACK
413412	413412	KELLOGGS CRUNCHY NUT P/M 500G
611686	611686	CHEERIOS HONEY P/M 375G
610877	610877	CHEERIOS P/M 375G

SHELF 2 SKUs

BESTWAY	BATLEYS	
678702	678702	ALPEN NAS P/M 550G
678713	678713	ALPEN ORIGINAL P/M 550G
348765	348765	JORDANS GRANOLA P/M 450G
348743	348743	JORDANS COUNTRY CRISP STRAWBERRY P/M 400G
435093	435093	KELLOGGS CRUNCHY NUT GRANOLA P/M 380G
413367	413367	RICE KRISPIES P/M 510G
585380	585380	RICE KRISPIES MULTIGRAIN P/M 350G
566813	566813	HONEY MONSTER PUFFS P/M 520G

CEREALS

Planogram
2m x 5 Shelf

CATEGORY ADVICE
2021

SHELF 3 SKUs

BESTWAY	BATLEYS	
614091	614091	WEETOS P/M 350G
318187	318187	KELLOGGS KRAVE P/M 375G
733401	733401	KELLOGGS COCO POPS PINK £2.99 480G
613436	613436	KELLOGGS COCO POPS P/M 480G
413378	413378	KELLOGGS FROSTIES P/M 500G

SHELF 4 SKUs

BESTWAY	BATLEYS	
497210	497210	KELLOGGS SPECIAL K £2.99 500G
497221	497221	SPECIAL K RED BERRIES P/M 360G
413401	413401	KELLOGGS CORNFLAKES P/M 550G
501714	501714	KELLOGGS FRUIT N FIBRE P/M 750G
558261	558261	KELLOGGS BRAN FLAKES P/M 750G

SHELF 5 SKUs

BESTWAY	BATLEYS	
429934	429934	OATS SO SIMPLE GOLDEN SYRUP P/M 216G
429945	429945	OATS SO SIMPLE ORIGINAL P/M 162G
614101	614101	READY BREK P/M 450G
610911	610911	SHREDDIES P/M 415G
696225	696225	FROSTED SHREDDIES £2.89 500G
610900	610900	SHREDDED WHEAT P/M 16'S 360G
739231	739231	WEETABIX CHOCOLATE MINI £2.69 450G
724373	724373	WEETABIX £2.99 24 BISCUIT
969035	969035	WEETABIX P/M 12 BISCUITS

For more information including planograms and advice on other key ranges, go to www.bestwaywholesale.co.uk/categoryadvice