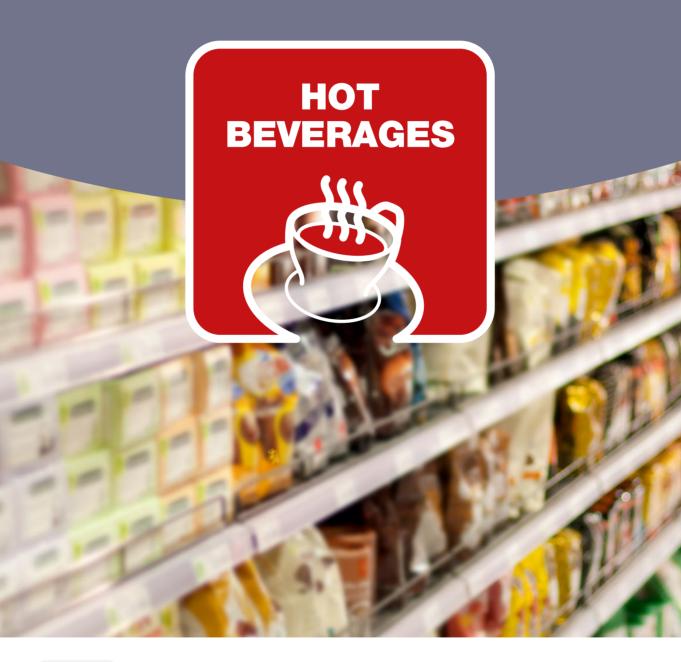
CATEGORY ADVICE 2023





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Market Insight

Total Hot Beverages is worth £294m in Convenience, up +2.8% YOY.

Coffee forms 66% of the category, worth £194m and is in growth +2.3% in Convenience.

(IRI & Kantar, Value, 52 w/e 15th July 2023 Total Convenience)

Instant Coffee is 74.35% of Hot Coffee sales within the Convenience Channel.

Nescafe holds 65.06% share of the value sales for Instant Coffee in the Convenience channel, however in the past 52 weeks Private Label has increased its value sales of Instant Coffee in the channel by 13.8%.

(IRI Total Convenience Channel, 52 w/e 15th July 2023)

R&G Coffee forms 11% of the category and is worth £34m to the Convenience channel.

Taylors of Harrogate is the number one brand in Roast and Ground and boasts a 20.6% YOY value growth in the Convenience channel.

(IRI & Kantar, Value, 52 w/e 15th July 2023 Total Convenience)

Tea sector is worth £83m in Convenience, forming 28% of the category.

Convenience deliver strong growth of tea, up +3.8% in Convenience. Convenience drive sales value growth across all tea sectors, out-performing the market, and gaining share.

(IRI & Kantar, Value, 52 w/e 15th July 2023 Total Convenience)

Shoppers are switching into healthier, decaffeinated options.

Decaf is worth £4.8m and boasted +6.4% growth YOY in the Convenience channel.

(Kantar, 52 w/e 12th June 2023)

Opportunities to increase range in Convenience.
Also look to offer a range of speciality black to
drive up pence per cup.

Fruit & Herbal teas cater for a different type of shopper and this is now the second biggest segment in Tea, accounting for 13% of all sales.

Green tea has a loyal shopper base and accounts for 4% of all Tea sales.

(Nielsen, GB Total Convenience, 52 weeks to 17.06.23, Value Sales)

Total Hot Chocolate and Malted Drinks are worth £19.3m with sales +6% and Unit growth of 4.7%.

(IRI, GB Convenience, 52 weeks to 10.06.23)



Market Insight

The current cost of living crisis could create shifts in the usage of c-stores as shoppers focus on adopting savvy-shopping techniques including reducing the number of top up shops at c-stores.

Drive value message in store to retain shoppers.



Focus on improving impact and targeted promotions.

As inflation continues to rise, and budgeting becomes more of a core behaviour, looking for savings will be of a heightened importance to shoppers in order to save money.

Nearly half (48%) of convenience shoppers like price marked packs as a way to communicate value.

(IGD Shopper Vista, May 2021)

Use the right pack sizes to fit with the shopper mission and to suit the channel's typical basket spend.

80's pack of tea and 100g jars of coffee are a great pack size to cater for the top-up mission. Use smaller, lower price points packs such as 40's pack of tea and 50g jars of coffee to cater for the distress mission.



Optimise fixture by capitalising on growing formats and trends.

Extend into the areas of growth that are contributing the largest absolute value to the category, like Fruit & Herbal, Speciality, Decaf and Green Tea, and meet the changing needs of shoppers as well as driving repertoire purchases.

(Nielsen Independent & Symbols data to 01.07.23)

Within coffee, capitalise on the growth of premium segments.

Drive trade up and basket spend through expanding range and visibility of Microground and Roast & Ground in store.

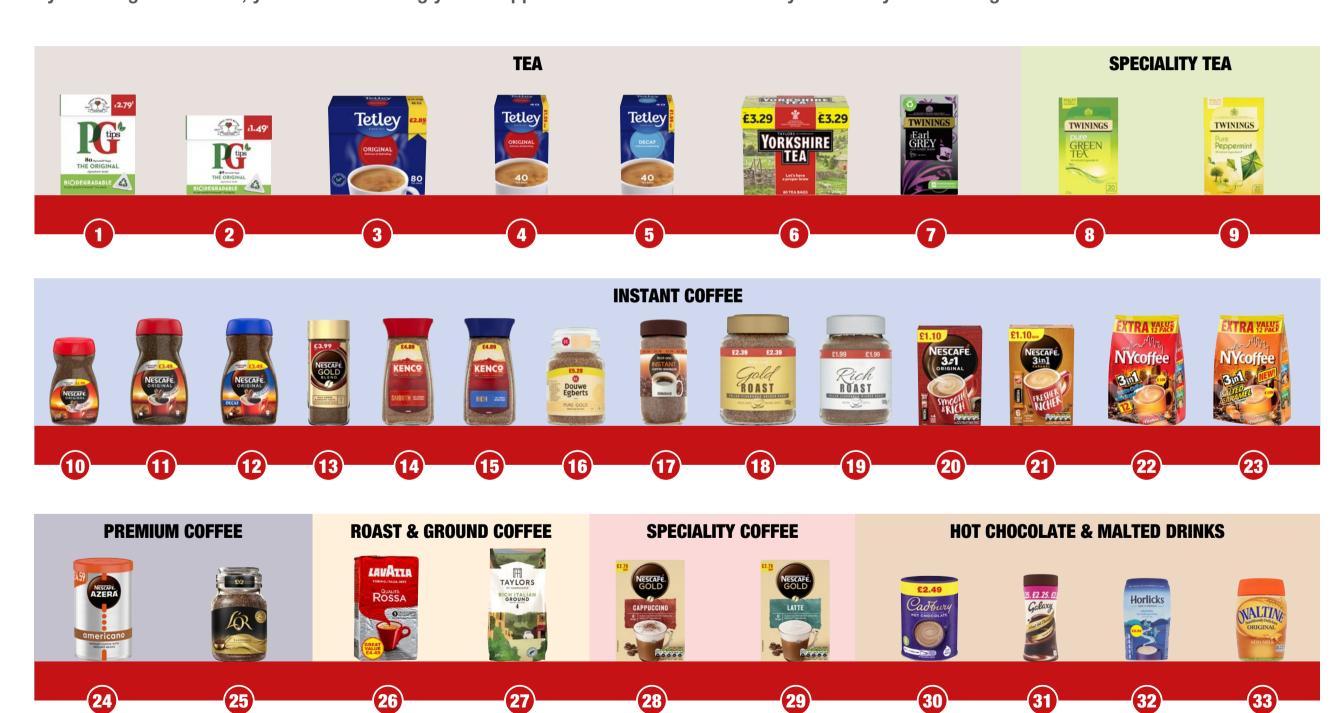


Ensure Hot Beverages are easily located in store, ideally adjacent to associated categories such as Sugar, Biscuits, Cakes and Morning Goods. This will inspire shoppers and increase basket spend.



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.











PG TIPS PM £2.79 80'S 232G

SKU CODE: 810721





TETLEY DECAF TEA BAGS PM £1.99 40'S 125G

SKU CODE: 789915





PG TIPS PM £1.49 40'S 116G

SKU CODE: 808391





YORKSHIRE TEA PM £3.29 80'S 250G

SKU CODE: 796126





TETLEY ORIGINAL PM £2.89 80'S 250G

SKU CODE: 792047





TWININGS EARL GREY TEA BAGS 40'S 100G

SKU CODE: 815930





TETLEY TEA BAGS PM £1.59 40'S 125G

SKU CODE: 789904





TWINING PURE GREEN TEA 20'S 50G









TWINING PURE PEPPERMINT 20'S 40G

SKU CODE: 568374





NESCAFÉ GOLD BLEND PM £3.99 95G

SKU CODE: 814579





NESCAFÉ ORIGINAL PM £1.99 50G

SKU CODE: 811507





KENCO REALLY SMOOTH PM £4.89 100G

SKU CODE: 814928





NESCAFÉ ORIGINAL PM £3.49 95G

SKU CODE: 814580





KENCO REALLY RICH PM £4.89 100G

SKU CODE: 814929





NESCAFÉ ORIGINAL DECAF PM £3.49 95G

SKU CODE: 814578





DOUWE EGBERTS GOLD PM £5.29 95G







BEST-ONE INSTANT COFFEE PM £1.79 100G

SKU CODE: 816154





NESCAFÉ 3 IN 1 ORIGINAL PM £1.10

SKU CODE: 814477





BEST-ONE GOLD ROAST FREEZE DRIED PM £2.39 100G

SKU CODE: 811753





NESCAFÉ 3 IN 1 CARAMEL PM £1.10 17G

SKU CODE: 814478





BEST-ONE RICH ROAST INSTANT COFFEE PM £1.99 100G

SKU CODE: 797692





NY COFFEE 3 IN 1 ORIGINAL PM £1.07 12 PACK







NY COFFEE 3 IN 1 SALTED CARAMEL PM £1.09 12 PACK

SKU CODE: 679511





LAVAZZA QUALITÀ ROSSA PM £4.49 250G

SKU CODE: 811996





NESCAFÉ AZERA AMERICANO PM £4.59 100G

SKU CODE: 814581





TAYLOR'S RICH ITALIAN GROUND ROAST COFFEE 227G

SKU CODE: 696614



L'OR CLASSIQUE 100G

SKU CODE: 800354





NESCAFÉ GOLD CAPPUCCINO PM £2.79 8'S 124G







NESCAFÉ LATTE PM £2.79 8'S 124G

SKU CODE: 813266





HORLICKS TRADITIONAL MALTED DRINK PM £2.99 270G

SKU CODE: 816028





CADBURY DRINKING CHOCOLATE PM £2.49 250G

SKU CODE: 817476





OVALTINE 300G

SKU CODE: 803624



GALAXY HOT CHOCOLATE PM £2.25 250G





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