

CATEGORY ADVICE 2023

CANNED GOODS & MEAL KITS



- **Market Insights**
- **Must Stock Lines**
- **Planograms**





76.2% of UK households buy canned fish annually with the average shopper buying 9.5 times per year.*

Tuna is the biggest sub-sector sector in canned fish, accounting for over 62% of total canned fish sales.**

*(Kantar WPO, Gold Report, Shopper Penetration, 52 w/e May 2023)
**(Nielsen, Total Market Value Sales, 52 w/e May 2023)

Canned fish is the largest sub category in canned goods, worth £585m.*

This makes it bigger than baked beans (£416m), ambient soup (£397m) and canned meat (£325m).**

*(Nielsen, Total Market Value Sales, 52 w/e May 2023)
** (Kantar WPO, Gold Report, Shopper Penetration, 52 w/e May 2023)

Ambient soup is still highly seasonal with sales increasing 4% for every 1 degree drop in temperature.

(w/e 22 May 2021 for IRI & 16 May 2021 for Kantar)

Total canned fruit sales are worth £116m pa, with the impulse channel sales over £5m pa.

71% of canned fruit sales are in juice, 23% in syrup with the remaining 6% in other dressing types.

(MAT, AC Nielsen April 2023)

Total canned tomato sales are worth £216m pa.*
Chopped tomatoes make up over half of canned tomato sales (54%), followed by Passata (16%), Puree (15%) and Plum (12%).

Private label accounts for 59% of canned tomato sales YTD, up from 55.8% LY.

*(MAT Total Market, AC Nielsen March 2023)
**(YTD, Groc Mults, AC Nielsen March 2023)

The long-life nature of ambient goods can also prevent food waste - and therefore wasted spend.

A recent study found a third of shoppers intended to buy more canned goods in 2023.

(Research from consultancy KICR and Princes (Sept 2022))

Instant hot snacks are worth £306.8m in the last year with value sales +13%

The category is broken into two key segments. Pot snacks account for 76% of all sales and block noodles account for 24%. This means that pot snacks account for almost £8 in every £10 spent on instant hot snacks.

(Nielsen Total Market Value 52 weeks to 22nd April 2023)

Pot noodle and king pot noodle is the No.1 brand in the instant hot snacks category, with 46% share of all sales, followed by Batchelors with a 23% share.

(Nielsen Total Market Value Sales 52 weeks to 22nd April 2023)



Market Insight

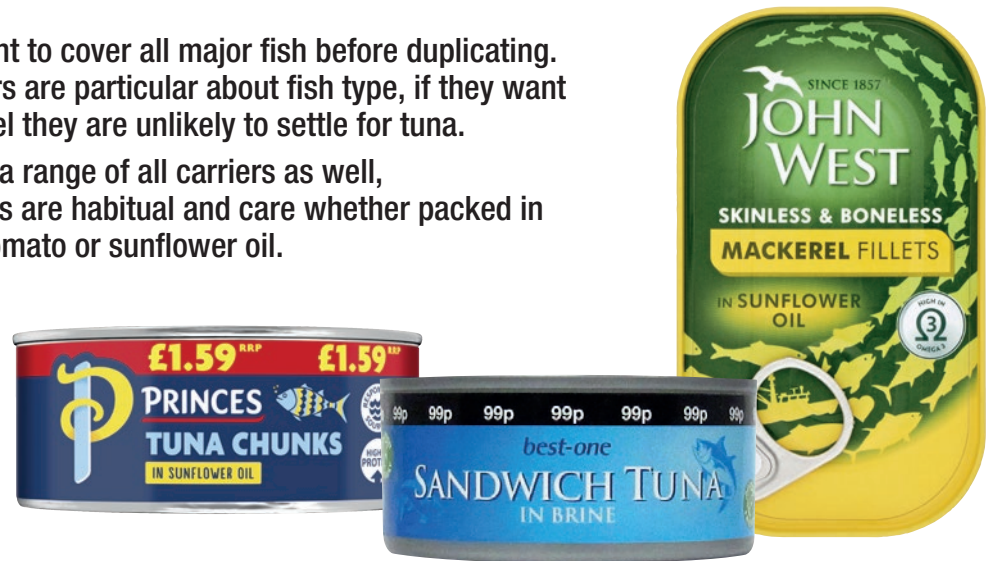
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Maximise Events

As canned fish is recognised for its versatility, it's a good idea to use off shelf display to drive impulse sales on promotions. People eat canned fish all year round – in sandwiches, salads and pasta bakes - giving plenty of opportunities to maximise sales.

Important to cover all major fish before duplicating. Shoppers are particular about fish type, if they want mackerel they are unlikely to settle for tuna. Provide a range of all carriers as well, shoppers are habitual and care whether packed in brine, tomato or sunflower oil.



Brand block on planograms where possible. Keeping brands together leads to increased sales and easier customer shopping experience. Higher rate of sale categories e.g. baked beans, soups, canned fish should be placed at eye level on shelf.



Dessert sales are at their highest during colder months and at key seasonal occasions such as Easter and Christmas. Especially in winter, stock up on Ambrosia custard and site this alongside desserts such as sponge puddings to drive incremental sales.



Return to recessionary behaviour. Shoppers becoming savvier due to uncertainty, value for money becomes even more important. Consider price mark and own label products that offer great value and margins.



Fulfil different basket missions. Snack meals satisfy different meal occasions: Pots and soup are primarily consumed at lunchtime and sachet (pasta and rice) at dinner time. Offering the right products on the shelves with a good range will give shoppers the confidence to find what they want if they take a trip to a convenience store.



Optimise key events with Carnation SCM e.g. Easter, Bake Off and Christmas. Where possible dual merchandise Carnation SCM with baking ingredients to drive basket size and spend.





Must Stock Lines

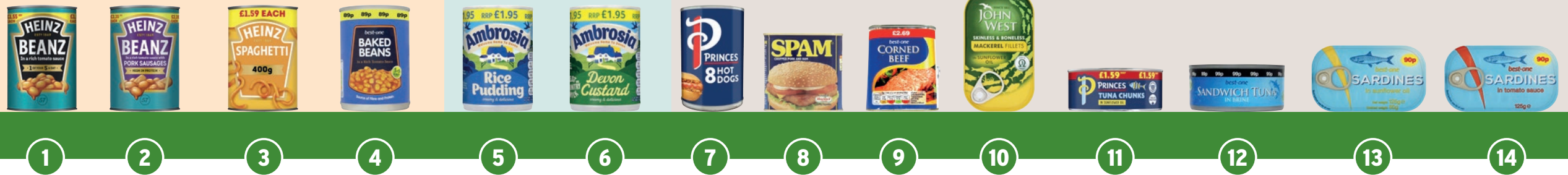
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These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

AMBIENT CONVENIENCE MEALS

AMBIENT DESSERTS & PUDDINGS

AMBIENT MEAT & FISH



AMBIENT FRUIT

AMBIENT MILK

SOUP

CANNED VEGETABLES



DRIED PASTA, PACKET NOODLES & RICE





Must Stock Lines

CATEGORY ADVICE
2023

1



HEINZ BEANZ PM £1.55
415G
SKU CODE: 813842

2



HEINZ BEANZ WITH PORK SAUSAGES
PM £2.20 415G
SKU CODE: 813845

3



HEINZ SPAGHETTI PM £1.59
400G
SKU CODE: 813838

4



BEST-ONE BAKED BEANS PM 89P
400G
SKU CODE: 815177

5



AMBROSIA RICE PUDDING PM £1.95
400G
SKU CODE: 814658

6



AMBROSIA CUSTARD PM £1.95
400G
SKU CODE: 815211

7



PRINCES HOT DOGS
400G
SKU CODE: 495851

8



SPAM ORIGINAL
340G
SKU CODE: 688105



Must Stock Lines

CATEGORY ADVICE
2023

9



**BEST-ONE CORNED BEEF PM £2.69
200G**
SKU CODE: 813331

13



**BEST-ONE SARDINES IN SUNFLOWER OIL
PM 90P 125G**
SKU CODE: 812226

10



**JOHN WEST MACKERELL FILLETS IN
SUNFLOWER OIL 125G**
SKU CODE: 302419

14



**BEST-ONE SARDINES IN TOMATO SAUCE
PM 90P 125G**
SKU CODE: 812231

11



**PRINCES TUNA CHUNKS IN
SUNFLOWER OIL PM £1.59 145G**
SKU CODE: 809798

15



**DEL MONTE FRUIT COCKTAIL IN JUICE
PM £1.29 415G**
SKU CODE: 790818

12



**BEST-ONE SANDWICH TUNA IN BRINE
PM 99P 160G**
SKU CODE: 719778

16



**PRINCES PINEAPPLE SLICES IN JUICE
PM £1.39 435G**
SKU CODE: 800221



Must Stock Lines

CATEGORY ADVICE
2023

17



**PRINCES PEACH SLICES IN JUICE
410G**
SKU CODE: 810727

21



**HEINZ CHICKEN SOUP PM £1.89
400G**
SKU CODE: 813827

18



**CARNATION EVAPORATED MILK
PM £1.59 410G**
SKU CODE: 813661

22



**HEINZ VEGETABLE SOUP PM £1.89
400G**
SKU CODE: 813848

19



**CARNATION CONDENSED MILK
PM £2.59 397G**
SKU CODE: 813662

23



**GREEN GIANT ORIGINAL SWEETCORN
PM £1.20 340G**
SKU CODE: 811513

20



**HEINZ TOMATO SOUP
PM £1.89 400G**
SKU CODE: 813832

24



**BEST-ONE MIXED VEGETABLES PM 89P
300G**
SKU CODE: 815250



Must Stock Lines

CATEGORY ADVICE
2023

25



**BATCHELORS BIGGA MARROWFAT PEAS
300G**
SKU CODE: 974792

29



**DELVERDE PENNE RIGATE
400G**
SKU CODE: 811389

26



**BEST-ONE CHOPPED TOMATOES PM 85P
400G**
SKU CODE: 816141

30



**BEN'S ORIGINAL EGG FRIED RICE
250G**
SKU CODE: 746053

27



**BEST-ONE GARDEN PEAS PM £1.39
560G**
SKU CODE: 815249

31



**BEN'S ORIGINAL BASMATI RICE
220G**
SKU CODE: 813525

28



**DELVERDE SPAGHETTI
400G**
SKU CODE: 811390

32



**POT NOODLE CHICKEN & MUSHROOM
PM £1.25 POT**
SKU CODE: 802904



Must Stock Lines

CATEGORY ADVICE
2023

33



**POT NOODLE ORIGINAL CURRY PM £1.25
POT**
SKU CODE: 802915

34



**POT NOODLE KING SIZE
CHICKEN & MUSHROOM POT**
SKU CODE: 570139

35



**BATCHELORS SUPER NOODLES CHICKEN
PM £1.45 90G**
SKU CODE: 814677

36



**BATCHELORS SUPER NOODLES
BBQ BEEF PM £1.45 90G**
SKU CODE: 814676



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