

CATEGORY ADVICE 2023

ICE CREAM



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Convenience Channel Ice Cream sales outperformed Total Market in 2022.

- Convenience £'s growth of 12.4% vs 2.4% for Total Market.
- Convenience Unit sales were +1.9% (+2.8m units) whilst Total Market declined by 5.9% or a staggering 64.8m units.

Thanks to the hot summer Impulse was the biggest winner in Convenience.

Impulse £'s sales +20.2% to £107.4m, Multipack £'s were also up 12.1% to £185.8m and Tubs 8.5% to £135.5m.

With value sales boosted by inflation, Unit sales tell a slightly different story.

Impulse units +7.9% to 68.7m, Multipacks - 0.8% to 90.9m and Tubs -1.0% to 44.7m.

Make sure you stock a range of pack formats to meet shopper needs and maximise sales.

- In Convenience, Impulse accounts for 34% of Total Ice Cream Unit sales but only 25% of Value sales.
- Multipacks are the No.1 format in Convenience generating 45% of Unit sales and 42% of Value sales.
- Tubs generate 22% of Unit sales and 32% of Value sales.
- In Symbols & Independents *(better reflection of Bestway retailers)* Impulse packs account for 73% of Unit sales and 57% of Value sales.

Multipacks 13% Unit sales and 17% of Value sales and Tubs 15% of Unit sales and 26% of Value sales.



Market Insight

CATEGORY ADVICE
2023

Ensure you range Tubs and Multipacks all year round.

Sales of these pack do pick up in the Summer but they are all year-round good sellers.

Get ready for the start of the season in April. Plan to stock up from end of March to be ready for when Impulse sales start to really take off.

Ice Creams are a treat product and shoppers like to try something new, so make space for new products in the height of the season.

Impulse ice cream sales are dominated by the summer months, but sales can start to build as early as April, dependent on good weather.

63% of impulse ice cream occasions are spontaneous and unplanned with good weather being the biggest reason for purchasing and being visible for customers to see the second biggest reason for purchase.

50% of ice cream sales bought outside of the summer months.

HOW TO SELL ICE CREAM

Attract: Capture attention from afar. Draw consumers in and make them think 'Ohhhh ice cream'.

Engage: Engage and entice. Outside of, or in store. Make them think 'mmm ice cream – but which one'.

Sell: Help consumers choose. Clear and concise range and pricing. Make sure to answer, 1. Where is it and 2. How much?



Ensure your impulse cabinet is visible and easy to locate in line with HFSS guidance.

Don't forget to stock a reduced Winter range.

Ensuring you have your full Summer range available by start of March is best practice to capitalizing on those early season sales.

NEW FOR 2023 • NEW FOR 2023 • NEW FOR 2023



Magnum Double Starchaser

Popcorn flavour ice cream with a caramel swirl. Thick cracking classic chocolate with caramelised corn crunch encasing a layer of caramel sauce.



Magnum Double Sunlover

Coconut ice cream with a mango and passionfruit swirl. Thick cracking white chocolate with crispy coconut encasing a layer of mango and passionfruit sauce.



Magnum Vegan Raspberry Swirl

A vegan ice cream with a raspberry swirl.



Ferrero Rocher Classic/Dark

Typical crunchy shell of delicious chocolate and masterfully roasted hazelnuts, which unfolds in a smooth hazelnut ice cream enriched with a delightful hazelnut and cocoa swirl.



Raffaello

a crunchy white shell sprinkled with coconut shavings and exquisite almond pieces with a delicate, smooth coconut flavoured ice cream.

NPDs from MARS All your favourite chocolates in ice cream form!





Must Stock Lines

CATEGORY ADVICE
2023

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.



1

2

3

4

5

6

7

8



KIDS

9

10

11



REFRESHMENT

12

13

14



CONES

15

16

17



Must Stock Lines

CATEGORY ADVICE
2023

1



WALL'S MAGNUM CLASSIC
110ML
SKU CODE: 263473

2



WALL'S MAGNUM DOUBLE GOLD
CARAMEL BILLIONAIRE 85ML
SKU CODE: 733880

3



WALL'S MAGNUM DOUBLE CARAMEL
88ML
SKU CODE: 265156

4



WALL'S MAGNUM MINT
110ML
SKU CODE: 263451

5



WALL'S MAGNUM ALMOND
100ML
SKU CODE: 263462

6



WALL'S MAGNUM WHITE
110ML
SKU CODE: 263440



Must Stock Lines

CATEGORY ADVICE
2023

7



SNICKERS ICE CREAM BAR
72.5ML
SKU CODE: 956482

8



MARS ICE CREAM BAR
74ML
SKU CODE: 956471

9



WALL'S CALIPPO
105ML
SKU CODE: 278665

10



WALL'S TWISTER PINEAPPLE
80ML
SKU CODE: 654653

11



NESTLE FRUIT PASTILLE ICE LOLLY
65ML
SKU CODE: 355887

12



OREO COOKIE SANDWICH
135ML
SKU CODE: 61231



Must Stock Lines

CATEGORY ADVICE
2023

13



WALL'S SOLERO EXOTIC
90ML
SKU CODE: 270416

16



WALL'S CORNETTO SOFT CHOCOLATEY
140ML
SKU CODE: 733923

14



WALL'S FEAST
90ML
SKU CODE: 600427

17



WALL'S CORNETTO STRAWBERRY
120ML
SKU CODE: 265112

15



CADBURY FLAKE CONE
125ML
SKU CODE: 584504



Planogram 12 Basket

CATEGORY ADVICE
2023

ROW
1



ROW 1 SKUs

BESTWAY BATLEYS

111586	600427	WALLS FEAST 90ML
956471	956471	MARS ICE CREAM BAR 74ML
290991	584504	CADBURY FLAKE CONE 125ML
265112	265112	WALLS CORNETTO STRAWBERRY 120ML

ROW
2



ROW 2 SKUs

BESTWAY BATLEYS

956482	956482	SNICKERS ICE CREAM BAR 72ML
606814	606814	MAGNUM WHITE CHOCOLATE & COOKIES 90ML
270416	270416	WALLS SOLERO EXOTIC 90ML
355887	355887	NESTLE FRUIT PASTILLE ICE LOLLY 65ML

ROW
3



ROW 3 SKUs

BESTWAY BATLEYS

263473	263473	WALLS MAGNUM CLASSIC 110ML
263440	263440	WALLS MAGNUM WHITE 110ML
975250	278665	WALLS CALIPPO 105ML
756204	654653	WALLS TWISTER 80ML



Planogram 18 Basket

CATEGORY ADVICE
2023

ROW
1



ROW
2



ROW
3



ROW 1 SKUs

BESTWAY BATLEYS

111586	600427	WALLS FEAST 90ML
956482	956482	SNICKERS ICE CREAM BAR 72ML
956471	956471	MARS ICE CREAM BAR 74ML
290991	584504	CADBURY FLAKE CONE 152ML
265112	265112	WALLS CORNETTO STRAWBERRY 120ML
606936	606936	CORNETTO CLASSIC 120ML

ROW 2 SKUs

BESTWAY BATLEYS

733880	733880	MAGNUM DOUBLE GOLD CARAMEL BILLIONAIRE 85ML
265156	265156	MAGNUM DOUBLE CARAMEL 88ML
263451	263451	WALLS MAGNUM MINT 100ML
355887	355887	NESTLE FRUIT PASTILLE ICE LOLLY 65ML
756204	654653	WALLS TWISTER 80ML
278665	278665	WALLS CALIPPO 105ML

ROW 3 SKUs

BESTWAY BATLEYS

263473	263473	WALLS MAGNUM CLASSIC 110ML
263440	263440	WALLS MAGNUM WHITE 110ML
263462	263462	WALLS MAGNUM ALMOND 100ML
169980	169980	BOUNTY ICE CREAM BAR 66ML
270416	270416	WALLS SOLERO EXOTIC 90ML
672527	672527	CALIPPO COLA 105ML



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