

A Guide to the Convenience Shopper

Order from <https://www.warburtons-trade.co.uk/>
 or email Warburtons at convenience@warburtons.co.uk
 MOQ: Minimum Order Quantity of 20 units, 3 times a week (Min of 60 units a week)



Wrapped Bread

Wrapped Bread is important to the Category accounting for **£1.7 Billion**
 3*. Bread drives footfall into store and is key to the shopper top up mission. 4*
Freshness, Quality & Availability are important to Shoppers. 4*
 Seeded Bread & Premium Loaves drives growth & value into the category. 3*

Warburtons scored best vs. other brands in Quality and Freshness perceptions. 8*

White Bread is the **largest sector** within Wrapped Bread. 3*
 Toastie is the **no.1** bread product in the market. 3*



Seeded Bread is a **key growth area**. 3*

Range and space is important to maximise growth.

Health continues to be important, Seeded Bread tends to meet the health needs of consumers more so than some other sectors within Wrapped Bakery. *6



800g &
400g

Other Wrapped Bakery

Other Wrapped Bakery accounts for **£1.9 Billion** 3*
Fueling bakery growth and driving incremental spend. 3*

Independents & Symbols are underrepresented in Other Wrapped Bakery vs Total Convenience. 7*

Bakery Snacks (crumpets, pancakes, Teacakes etc.) are **Impulsive** and display driven. 4*



Warburtons is the **no.1** Crumpet brand 3*.

Crumpets tend to see sales peak during cooler months.

Warburtons is the **no.1** Teacakes brand 3*.

Teacakes tend to be popular with **older shoppers**. 6*



Bagels drive value growth in Sandwich Alternatives **+22% year on year**. 3*

Warburtons fuels value growth year on year bringing new shoppers into the category. 3*

Wrapped Rolls is the **biggest** Other Wrapped sector within Convenience. 7*

Warburtons is the **number 1 brand** in Rolls. 3*



*7Kantar WorldPanel Purchase, Convenience Market, Spend, 52w/e 04.10.20 *8 Kantar, Brand tracking, 52 w/e 19/07/20

1* Lumina- 2020 2* 1st Fresh Product, 2nd Dairy inc Eggs- IGD March 2020 3* The Nielsen Company, Total Coverage incl. Discounters, Value Sales, 52w/e 03.10.20
 Other Wrapped Bakery includes; Crumpets, Pancakes, Rolls, Bagels, Fruit Loaves, Teacakes etc. 4* Shopper Intelligence- 2019



5* Mintel Report - Bread- UK- September-2019 6* Kantar WorldPanel, Usage, Share of Occasions, 52w/e 09.08.20



A Guide to Impactful Merchandising

How Shoppers Shop

- Shoppers spend a limited time when looking at the bakery aisle. The fixture therefore needs to be interesting and easy to navigate. 1*
- Shoppers use Beacon** products to locate sections of a store- these are products that are familiar. 1*
- In store signage (POS) aids shopper navigation and improves shopping experience. 1*

Off Fixture Display

Bakery snacks sit with Packaged cakes and Confectionary when looking at expandability! 4*

This emphasises the importance of utilising display for incremental bakery sales!



Merchandising Flow

2 Bay Fixture

Small Bread	Treat (Brioche, Croissants, Waffles etc)
PREMIUM Bread	Fruited (Teacakes, Fruit Loaves, HXB etc)
Large Seeded Bread	Trad (Crumpets, Pancakes, Muffins etc)
Large H&H Bread	SALTS (Bagels, Wraps, Sandwich Thins etc)
Large Wholemeal Bread	Rolls
Large White Bread	Rolls
Large White Bread	Meal Accomps (Naan, Partbaked)

Shopper Decision Hierarchy

Shoppers make decisions before entering the store and therefore are harder to influence. 2*

occasion
product type
brand

These are decisions made at fixture which is where the store can have the most shopper influence. 2*

availability
freshness
price
promotion

Good, Better, Best

Encouraging shoppers to trade up (driving value) by merchandising by good, better best tiering.

Private Label



i.e. Private Label > Warburton's Toastie > Warburton's Farmhouse



On Shelf View

MERCHANDISE ALL LOAVES OF BREAD FRONT FACING RATHER THAN END ON



** Beacon Brand – a brand that a shopper recognises/ uses to identify or find a certain category.

1*Tony Durham Insight day 2020 2*Shopper Intelligence- 2019