

# MAXIMISE YOUR SALES IN HEALTH & SPORTS

## DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year<sup>1</sup>, with people visiting leisure venues 1-2 times per month<sup>5</sup> and nearly 9 in 10 gym members using the facilities weekly<sup>10</sup>. While the biggest overall food & drink occasion in leisure is lunch<sup>5</sup>, the afternoon and evening occasions drive 74% of snacks revenue. **Are you getting your fair share of savoury snacks customer spend?**

The average person spends

**£1,096**

on out of home food & drink every year<sup>3</sup>

**86%**

of the population purchased and consumed snacks on the go in the last year<sup>2</sup>

**63%**

of people purchase snacks on impulse<sup>4</sup>

## WHY ARE SNACKS IMPORTANT?

Health & sports venues attract wide age ranges. Younger people have become more aware of the benefits of exercise for both their physical and mental health, but seek balance in life as they snack more frequently<sup>4</sup>.

It's important to cater to their needs and savoury snacks are a highly relevant & convenient on the go snacking solution.

### 3 STEPS TO DRIVE INCREMENTAL SALES WITH SAVOURY SNACKS

#### 1. VARIETY

OFFER THE RIGHT VARIETY OF PRODUCTS TO MEET YOUR CUSTOMERS' NEEDS.

#### 2. VISIBILITY

MAKE PRODUCTS VISIBLE SO THAT YOUR CUSTOMERS ARE PROMPTED TO PURCHASE.

#### 3. VALUE

PROVIDE YOUR CUSTOMERS WITH A VALUED EXPERIENCE TO BUILD TRUST AND LOYALTY.

# 1. VARIETY

By offering a mix of best sellers and a variety of products, each outlet can increase customer appeal, drive greater sales volumes, minimise wastage and make more profit.

## DID YOU KNOW?

The Top 15 savoury snacks in Health & Sports deliver **58%** of category sales<sup>7</sup>.

## WHY BESTSELLERS ARE IMPORTANT

Great taste  
**#1 reason** for choosing a product<sup>4</sup> + **Established brand trust** + **Increased consumer appeal**

## HERE'S WHAT WE RECOMMEND \*Number denotes priority

### CRISPS

Most popular savoury snack.  
Great with a sandwich or on their own



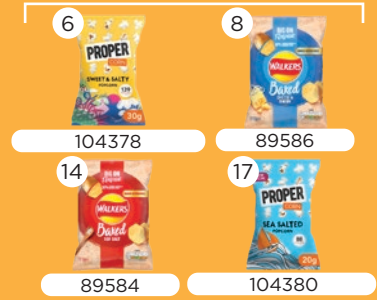
### SNACKS

Broaden customer/  
family appeal



### BETTER FOR YOU

Healthier alternative for  
customers wanting balance



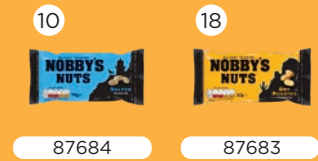
### PREMIUM

Something a bit special,  
potentially for the afternoon



### NUTS

Source of protein to  
fuel the day



# 2. VISIBILITY

If they're out of sight, they're out of mind, so make sure your snacks are visible to your customers with these easy to execute display options.

## TRY SOME OF THESE TO DRIVE MORE SALES



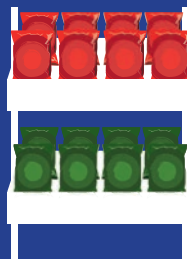
### FOOD & DRINK CHILLER

Display with complementary product offerings like sandwiches.



### VENDING MACHINE

Make it convenient to purchase.



### DISPLAY UNIT

Make a focal point of your offering visible to the customer.

# 3. VALUE

Incentivise your customers to spend more, while providing an enhanced experience catering to their needs.

## CONSIDER HOW YOU CAN OFFER MORE VALUE

**Soft drink & snack deals to appeal to younger consumers between meals.**



1. Kantar WPO, OOH panel, 52WE 16 April 2023 2. Kantar WPO, OOH panel, 52WE 27 November 2022 3. Kantar WPO, OOH panel, 52WE 19 March 2023 4. Mintel Consumer Snacking 2022 5. Kantar WPO, OOH panel, 52WE 19 February 2023 6. Kantar WPO, In Home & Carry Out Panel 52WE 12 June 2022 7. Salesout, Foodservice sales, CSN, Singles, 52WE 1 January 2023 (grouped by Brand/Flavour) 8. Mintel Health & Fitness Clubs UK 2022