

# NESCAFÉ

WORKING IN ASSOCIATION WITH



## The UK convenience coffee market is now worth £41.1m & has grown over 30% in the last year\*

### Did you know?

**89.9%\*** of the UK's convenience coffee market growth is being driven by Cappuccino Style Coffees.

Here are 3 useful facts & reminders on how to grow your coffee business:

#### 1. Stocking the right coffee range is key

**18% growth** can be achieved in your stores by stocking the best selling lines using this **recommended planogram**. Ensure you stock the leading brands from each segment to aid shopper satisfaction and maximise your sales. **Coffee shoppers are brand loyal<sup>†</sup>**, they will not purchase another brand if their brand is not available.

#### 2. Make it available

**63% of failed purchases were due to not stocking** or shoppers thinking you did not stock hot beverages. Nescafé is now available in optimal case sizes. Shoppers will give a c-store 2-3 opportunities to provide them with their brand or they will take their weekly spend elsewhere<sup>‡</sup>.

#### 3. Make it visible

**17% of shoppers** did not realise their convenience store sold hot beverages. Help guide them to the category with **clear signage**. Shoppers will think it's **not available if they can't see it** in store<sup>‡</sup>

**CAPPUCCINO STYLE COFFEES** Segment is worth £2.1m\*. Cappuccino Style Coffees top sellers are Nescafé Cappuccino and Nescafé Unsweetened Cappuccino. They have grown by over 70% in the last year. Nescafé cappuccino style coffees have been specifically created in 4 pack for this channel allowing you to stock a greater range.

**DECAFF** segment is worth £2.8m\*. Decaff top sellers are Nescafé Original Decaff 100g and Kenco Decaffeinated 100g. Sales are in growth as people are constantly looking for a balanced approach to their lifestyle.

**ROAST & GROUND** Segment is worth £3.5m\*. Roast & Ground top sellers are Lavazza Qualita Rossa Espresso 250g and Rombouts Original on 1 cup filter coffee.



### Did you know?

The hot beverage shopper spends **96% more\*** than the average small basket shopper.

**REGULAR** Segment is worth £24m\*. Regular top sellers are Nescafé Original 100g and Nescafé Original 200g. Half of your sales are going to be through the regular segment. Nescafé Original is your No. 1 SKU.

**PREMIUM** Segment is worth £8.7m\*. Premium top sellers are Nescafé Gold Blend 100g and Kenco Really Smooth 100g. Shoppers are increasingly looking for the opportunity to buy higher value premium products with a richer coffee taste.

To offer the optimal range for shopper choice you would include a smooth and silky coffee enhancer.