

**Wrigley***your PARTNER in PROFIT*

WORKING IN ASSOCIATION WITH

**Rural Shops Alliance**

# MAXIMISE YOUR TILLPOINT

## Chewing Gum

- The Chewing gum business is worth £259 million
- Chewing gum is three times more likely to be bought on impulse than either confectionery or snack foods

**KEY FACT** Gum sales have grown twice as fast as other confectionery since 1999

### Top 10 Chewing Gums

|                               |                           |
|-------------------------------|---------------------------|
| Extra Peppermint              | Extra Peppermint Handybox |
| Extra Spearmint               | Airwaves Blackcurrant     |
| Extra Coolbreeze              | Extra Ice                 |
| Airwaves Menthol & Eucalyptus | Orbit Spearmint           |
| Airwaves Cherry Menthol       | Wrigley's Spearmint       |

## Bubble Gum

- The bubblegum market is worth £14.3 million in the UK



### Top 10 Bubble Gums

|   |   |
|---|---|
| Hubba Bubba Seriously Strawberry            | Hubba Bubba Mix & Match Sour Strawberry & Vanilla Ice Cream |
| Hubba Bubba Bubble Tape Snappy Strawberry   | Jawbreaker Strawberry Single                                |
| Hubba Bubba Atomic Apple                    | Bubblicious Strawberry Splash                               |
| Hubba Bubba Cool Cola                       | Jawbreaker Assorted   |
| Hubba Bubba Bubble Tape Cheeky Black Cherry | Rainblo Assorted  |

## Mints

- Mints, after a long term decline are showing a year on year growth of 1% and is now worth £123 million

### Top 10 Mints

|                            |                                |
|----------------------------|--------------------------------|
| Trebor Extra Strong Mints  | Polo Sugarfree                 |
| Trebor Softmints           | Tic Tac Fresh Mint             |
| Trebor Softmints Spearmint | Trebor Extra Strong Spearmints |
| Polo Original              | Extra Mints Peppermint         |
| Polo Spearmint             | Bassetts Mint Imperials        |

## Merchandising



**Stock the full range at the tillpoint to generate a massive 33% of your confectionery countline profit**

The till area provides a key opportunity for retailers to increase profit and can be easily managed by following four key points:

- All products should be compact, as space at the tillpoint is minimal and valuable
- Each product should contribute high turnover
- All products at the tillpoint should have high profit margins
- Products at the tillpoint should enjoy wide consumer appeal to ensure high sales volumes

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