

ON A MISSION:

Consumer shopping habits are changing and retailers need to think about making stores easier to navigate based on key shopper missions at different times of the day. Understanding these individual shopper missions will enable retailers to merchandise effectively, and in turn boost sales.

Retailers need to think about making stores simple to navigate through cross merchandising and cross category promotions. Wrigley has identified its top two missions to ensure efficient mission management in store.



77%
of consumers find it useful to have commonly purchased products merchandised together¹



Food to go represents **15% of all shopper missions²** in the convenience channel, as shoppers look for simple solutions and value for money via meal deals and promotions, such as sandwiches, soft drinks, confectionery and gum merchandised together so they are easy to find.



Hot Beverages on the Go provides retailers with a shopper mission which enhances the possibility for dual siting's. With **29% of chewing occasions taking place directly after consuming hot drinks³**, retailers can place small gum displays beside coffee machines to encourage additional impulse purchases and boost product visibility.



EFFECTIVE MISSION MANAGEMENT FOR RETAILERS:

USE ADDITIONAL MERCHANDISING UNITS to locate impulse lines such as gum and confectionery beside food to go to drive additional sales

CONSIDER CROSS MERCHANDISING confectionery, snacks and soft drinks to create a **'Food to go'** fixture

UP-WEIGHT BASKET SPEND by offering a cross-category promotion with **coffee and gum**

DUAL SITING'S boost product visibility and an association with the product and the mealtime occasion

USE GONDOLA END DISPLAYS to engage shoppers with a specific mission area

TOP 10 SELLING GUM⁴

1. Extra Peppermint Bottle Pellets 60's Single
2. Extra Spearmint Bottle Pellets 60's Single
3. Extra Peppermint Pellets 10's Single
4. Extra Spearmint Pellets 10's Single
5. Extra White Bubblemint Pellets 10's Single
6. Extra Cool Breeze Pellets 10's Single
7. Extra White Bubblemint Bottle Pellets 46's Single
8. Airwaves Menthol & Eucalyptus Pellets 10's Single
9. Extra Ice Peppermint Pellets 10's Single
10. Extra White Bottle Pellets 46's Single

RECOMMENDED GUM RANGE:



PRICE MARKED PACKS

Top selling lines **EXTRA® White Bubblemint** and **AIRWAVES® Menthol & Eucalyptus** 46 piece bottles are now available in **£2 RRP price marked packs**, joining the **no.1 and no.2 best selling SKUs**. The bottle format is driving growth, up **11.4% in the last year**.

Designed to help retailers improve rate of sale, PMPs from Wrigley appeal to customers looking for value for money from trusted brands.



MORE THAN TWO THIRDS OF SHOPPERS BUY PMPs FROM CONVENIENCE STORES!⁵

Work with your Wrigley representative to help maximise your gum sales, or visit www.wrigley.com/uk

Ref 1: HIMI 2016 CTP
 Ref 2: HIMI 2016 CTP
 Ref 3: Ipsos Reasons to Chew 2014
 Ref 4: Nielsen Scantrack Independents and Symbols VROS L12W to 25.02.17 (excluding bubblegum and skus in < 10% distribution)
 Ref 5: HIMI Omni-Channel Barometer 2015