

# NESCAFÉ® COFFEE IN CONVENIENCE

## — COFFEE CATEGORY —

### VALUE

**£1.2bn**

Coffee is worth £192m in Convenience.<sup>1</sup>

### GROWTH

**+6.2%**

Total Coffee Growth versus Year Ago.<sup>1</sup>

### NESCAFÉ

**#1 BRAND**

#1 Coffee Brand in convenience with 48.8% market share.<sup>1</sup>

### PENETRATION

**84.3%**

Coffee is bought by 84.3% of households in the UK. 50.8% of UK households buy into Nescafé.<sup>2</sup>

## — COFFEE SHOPPERS —

### Shopping Mission

Top-up is the biggest reason for purchase. 33% of shoppers do so.<sup>3</sup>

### Quality & Taste

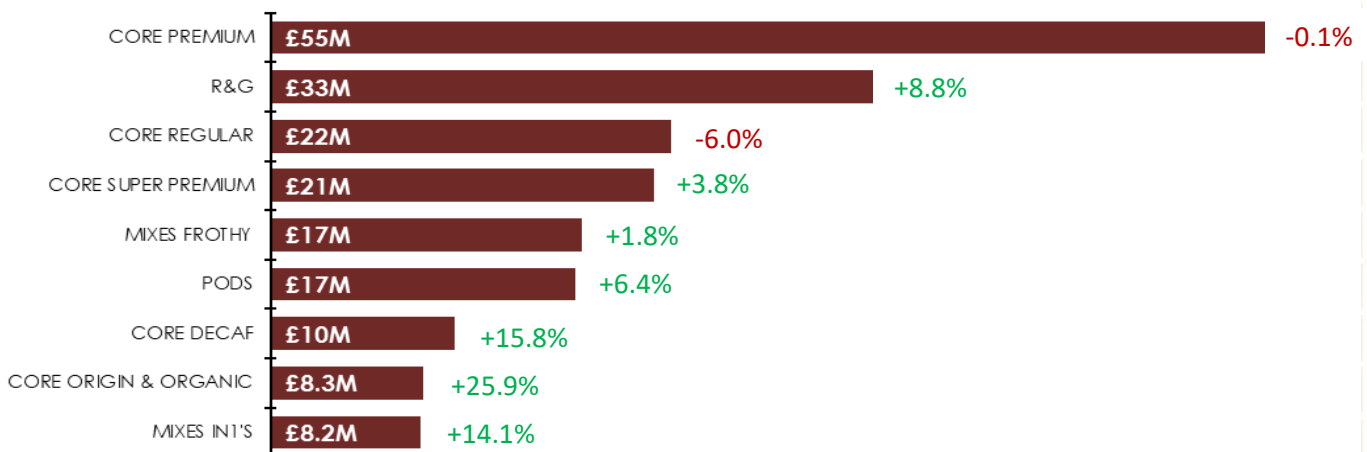
Quality is the key decision maker. 87% are ready to pay more for quality coffee.<sup>4</sup> Nescafé have the preferred taste profile in every segment.

### Brand

Brand is very important in coffee. 33% of Nescafé Shoppers would go elsewhere if their preferred product was not available.<sup>3</sup>

## — TOTAL CONVENIENCE COFFEE —

### SEGMENT SIZE IN TOTAL CONVENIENCE (£MILLIONS)<sup>1</sup>



## — TOTAL MARKET —

### PREMIUMISATION JOURNEY THROUGH COFFEE SEGMENTS<sup>1</sup>

Higher pence per cups segments are experiencing the highest growth, and are gaining share of throat within coffee.



1. Source 1. IRI Grocery Outlets Convenience Value Sales 52W/e 31<sup>st</sup> Dec 22

2. Kantar Worldpanel Total Stores Dec 22. 3. Kantar Worldpanel Coffee Shopper Journey Study May 2020. 4. Lumina Intelligence September 2021.

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## — MERCHANDISING PRINCIPLES —



### MERCHANDISE PRODUCTS IN A FLOW THAT HELPS YOUR SHOPPERS NAVIGATE THE COFFEE FIXTURE

- 1. Premium and Regular** are the top selling segments. Ensure that these segments have good visibility on shelf.
- 2. Origins and Organic** – Merchandise close to Premium Instant
- 3. Decaf** is a distinct shopper need and should sit separately.
- 4. Frothy Instant Coffee** is a different format and occasion than Instant Coffee. To be located near Hot Chocolate where there are similarities in terms of 'treat' occasion.
- 5. In 1's Instant Coffee** should be located on the top two shelves to drive visibility. Alternative solutions could include hanging units.

## — NESCAFÉ ARE DRIVERS OF GROWTH IN COFFEE<sup>1</sup> —

### REGULAR



- Nescafé Original is the number 1 selling UK coffee brand
- 4.5 billion cups drunk a year
- 88.0% Regular Market Share

### PREMIUM



- 37.7% Premium Market Share
- #1 brand for awareness and consideration

### SUPER PREMIUM



- 73% Super Premium Market Share (+2.1% YOY)
- 24% larger than competition (value share)

### IN1'S



- 90.1% In1 Market Share
- £7m Value Sales
- 88% more value sales than competition

### FROTHY



- £17m Value Sales
- 81.8% Market Share
- 1 in 4 are unplanned purchases
- Bestselling SKU NESCAFÉ Gold Cappuccino

## BEST SELLERS - MUST STOCK

PMP's have become increasingly important with over 44% of shoppers more likely to buy a product if price is visible on-pack.<sup>4</sup>

- M271779 Nescafé Original £3.09 PMP
- M271946 Nescafé Gold Blend £3.65 PMP
- M275116 Nescafé Azera £4.19 PMP
- M271778 Nescafé Original 50g £2.29 PMP
- M271945 Nescafé Original Decaff £3.09 PMP

- M255948 Nescafé Original 3in1 £1 PMP
- M256003 Nescafé Original 3in1 Caramel £1 PMP
- M271947 Nescafé Gold Cappuccino £2.59 PMP
- M271948 Nescafé Gold Latte £2.59 PMP

