# New Zealand 2024 Convenience State of the Industry

16th October 2024

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Executive Director NIQ New Zealand

NIQ

# What we see

- The Fuel landscape is changing – the universe growing through unmanned fuel stations, and price conscious consumers are looking for the best deals
- Growth of the Value and Budget shopper dichotomy – 32% people shopping in store less often at fuel sites
- Innovative food-to-go options alongside unmanned fuel stations – Costco Westgate example
- Unit declines across the board, whilst Beverages, Food, Snacks and Confectionary all holding up value performance at the till through price.
- Vapes seeing strong organic (Value & Unit) growth and dominating NPD, but not offsetting Traditional Tobacco declines
- Loyalty programmes becoming more of a driver of store choice – linked to grocery purchase and club deals, be part of capturing share of whole wallet

# New Zealand Market Overview

# New Zealand macro trends

**Consumer Confidence***

**83 points Q2’24**

**92 points August 2024**

**Future economic condition (net)^**

**-18**

Most optimistic vs July 2024 (+14)

**Consumer Price Index (CPI)**

**+0.4% quarter**

**+3.3% annual**

**Gross Domestic Product (GDP)**

**+0.2% quarter**

**+0.2% annual**

**Official cash rate (OCR)****

**4.75%**

Dropped 50 basis points last week; banks followed suit

**Net immigration**

+82,800

**Tourism back to normal**

3.2M annual

Source: Stats NZ GDP March 2023; CPI June 2024; Immigration & Tourism FY May 2024
*ANZ Roy Morgan Consumer Confidence New Zealand Q2’24 (monthly average Apr, May, Jun) & August 2024
^ ANZ Roy Morgan Consumer Confidence New Zealand August 2024 – Net of expected economic conditions in the next 12 months (good vs bad)
**OCR – Reserve Bank of New Zealand August 2024

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# Majority of New Zealanders feel the constraints of a recession

## Current impressions

**75%** **(+21pt vs Q4)**

Think we are ***currently living*** in a ***recession***

## Future outlook

**50%** **(0pt vs Q4)**

Expect to be in a ***recession*** for ***12+ months***

## Spending reality

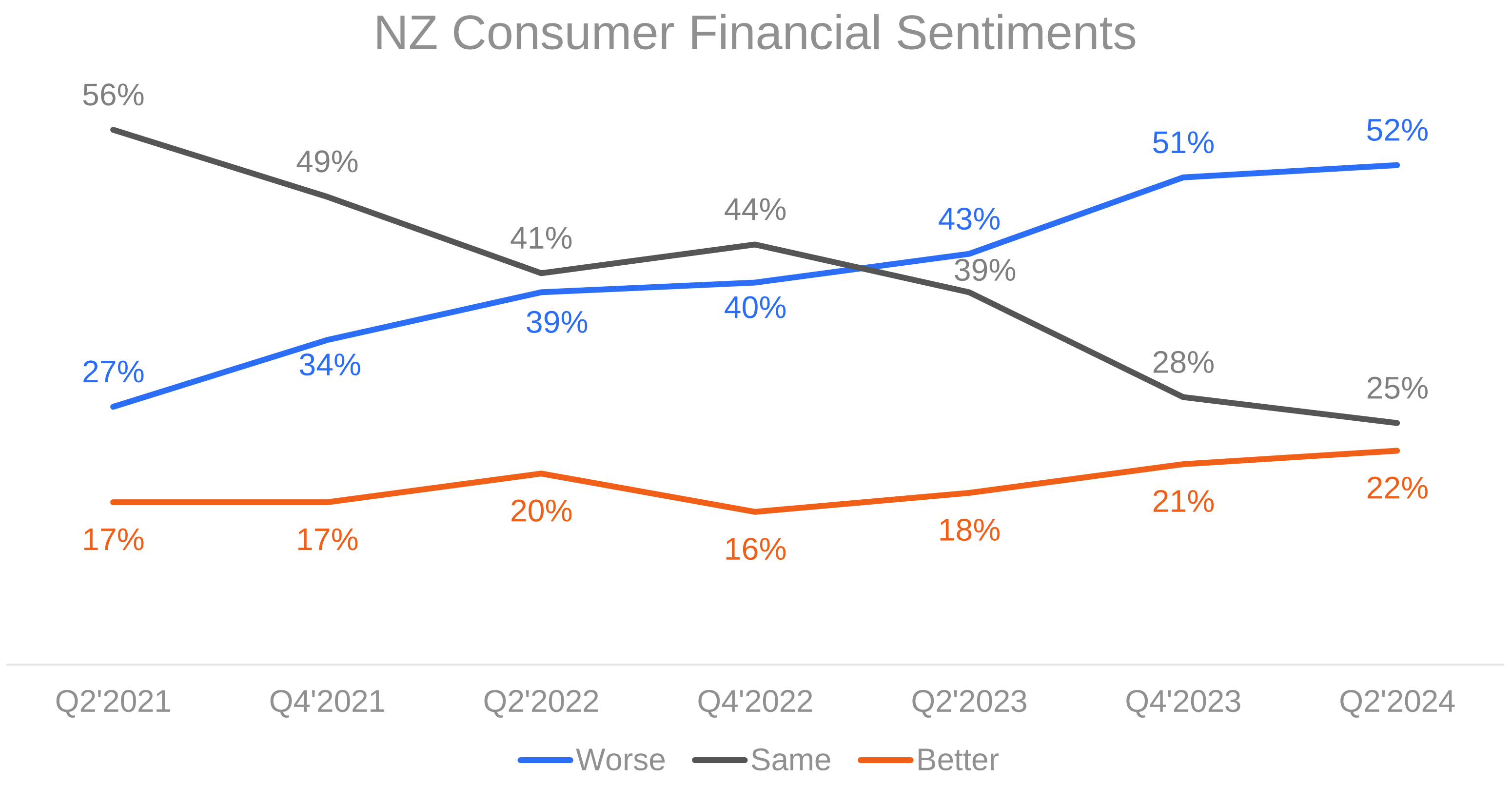
**35%** **(+2pt vs Q4)**

Only have enough for food and shelter

Source: NielsenIQ Homescan | New Zealand | Consumer Survey | June 2024
Q: Do you think your country is in a recession at the moment? How long do you think your country will be in a recession? What is your current ability to spend?

# Households are feeling worse off financially over the past two years

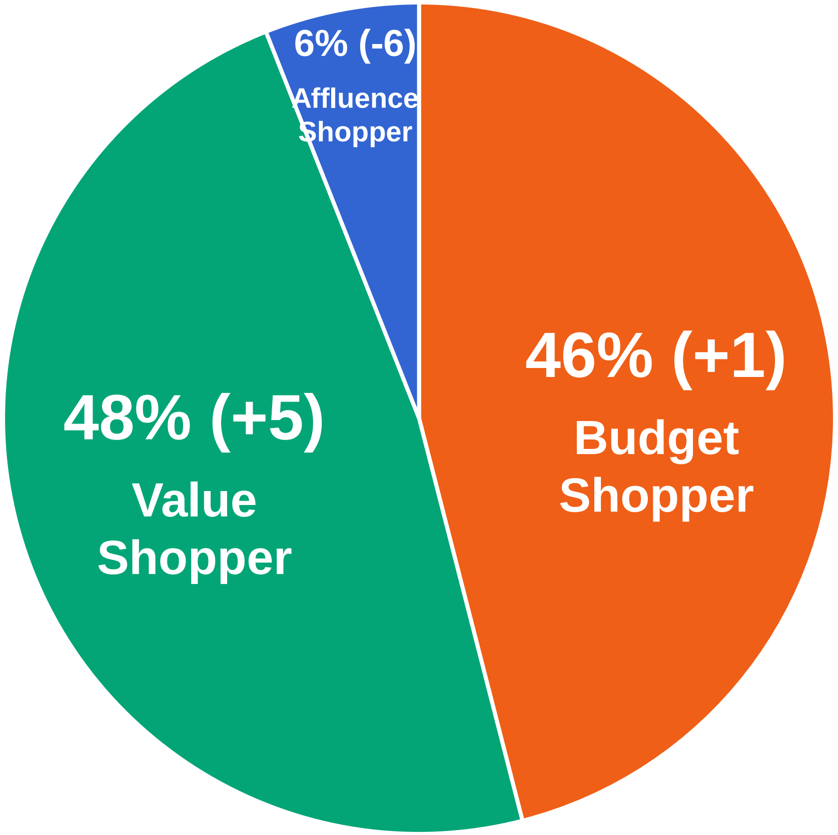
## Financial situations will impact the way consumers shop to manage their weekly budgets




Source: NielsenIQ Homescan Survey | New Zealand | Consumer Outlook June 2024
Compared to three years ago how would you rate your overall household financial situation?

# With increasing pressures, we see a clear dichotomy of shoppers in New Zealand

Different strategies are needed for the various shopper types




Source: NielsenIQ Homescan | New Zealand | Consumer Outlook Survey | June 2024 vs October 2023

# Rise in costs is of great concern for Kiwis

Increasing concern for utilities and housing; while food and fuel are still top of mind

**81%** **(-2 pt vs Q4)**

*Food/ grocery costs*

**62%** **(+8 pts vs Q4)**

*Utility Prices (power, water, gas)*

**61%** **(+2 pt vs Q4)**

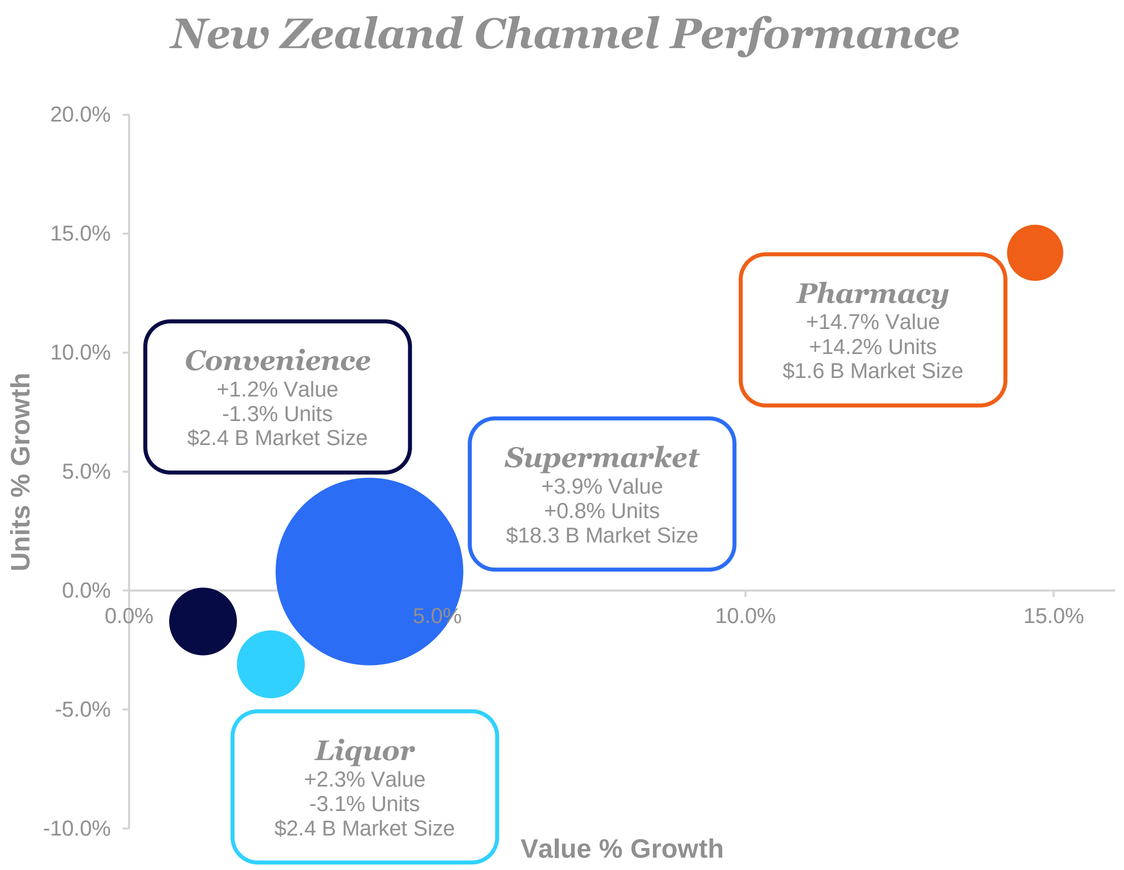
*Housing Costs (rent, rates, mortgage)*

**58%** **(-6 pt vs Q4)**

*Fuel Costs*

Source: NielsenIQ Homescan | New Zealand | Consumer Outlook Survey | June 2024
Which of the following caused you the most financial concerns in the last 6 months?

# NZ measured markets now worth **$24.7bn**, we've spent an additional $1bn on food and groceries in the latest MAT




Source: NielsenIQ Scan | New Zealand | Total Supermarket & Defined Liquor & Convenience (Def SS + 4 SQ + Night'n Day + On The Spot) | MAT 11 August 2024 vs YA
*IQVIA Pharmacy scan MAT July 2024 vs YA

# What is happening within Convenience?

## Auckland regional fuel tax removed as of July 2024

AUCKLAND

### Have petrol prices dropped in Auckland following removal of regional fuel tax?

01/07/2024

**Auckland fuel tax: AA puts petrol stations on notice about prices**

Sun, Jun 30

- As of the 1st of July, Auckland motorist expected to see an 11.5 cent drop in fuel prices
- Consumers being encouraged to use the Gaspy app to shop around for the best fuel prices

## Change in Government impacts proposed smoke free legislation

POLITICS

### Smokefree generation law scrapped by coalition government

11:59 pm on 28 February 2024 Share this

- Relief for many small business owners as the legislation to limit number of retailers to sell tobacco gets scrapped
- Could have a long-term impact to smoking rates in New Zealand

## Increased traffic with convenience options @ Costco fuel station

- Drive thru restaurants making is more convenient for motorists to fuel up more than their cars
- Restaurant Brands opened a Taco Bell, KFC, Carl's Jr and Starbucks with a keen focus on drive thru providing more convenience

Smokefree generation law scrapped by coalition government | RNZ News
Auckland fuel tax: AA puts petrol stations on notice about prices (1news.co.nz)
Have petrol prices dropped in Auckland following removal of regional fuel tax? | Newshub
Kakano Centre - NZRPG

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# Focus on Service Stations

# Total Service Stations

**$1.35B** value sales
-1.5%

**171.6M** unit sales
-4.1%

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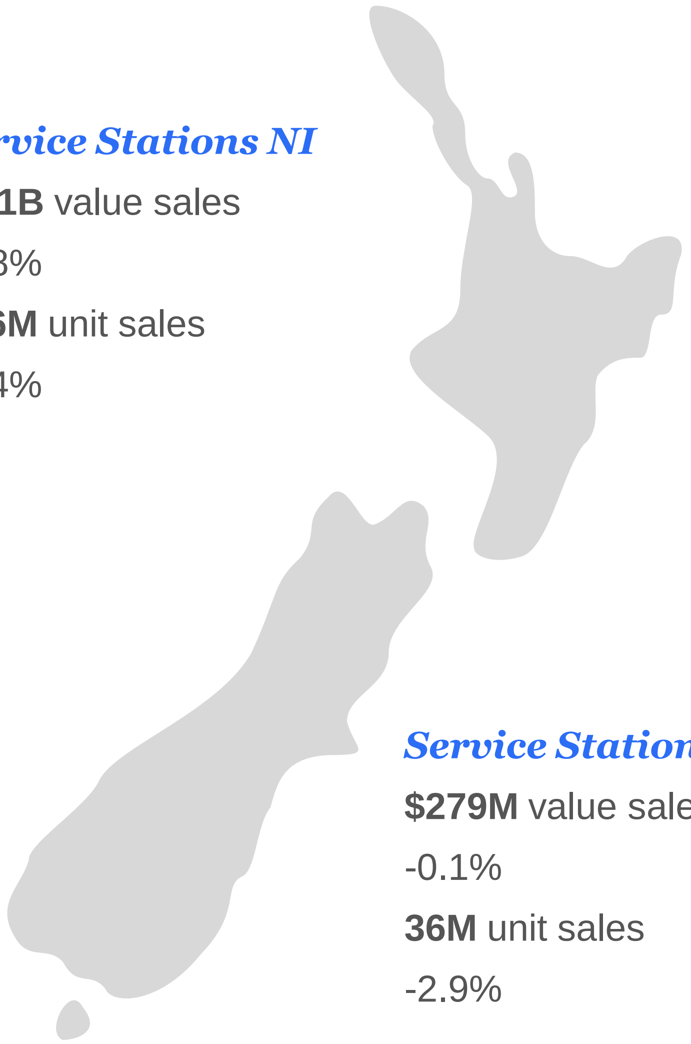
## NZ retailer landscape



***Service Stations UNI***

**$781M** value sales

-2.8%

**99M** unit sales

-4.9%

***Service Stations NI***

**$1.1B** value sales

-1.8%

**136M** unit sales

-4.4%

***Service Stations LNI***

**$286M** value sales

+1.0%

**36M** unit sales

-2.8%

***Service Stations SI***

**$279M** value sales

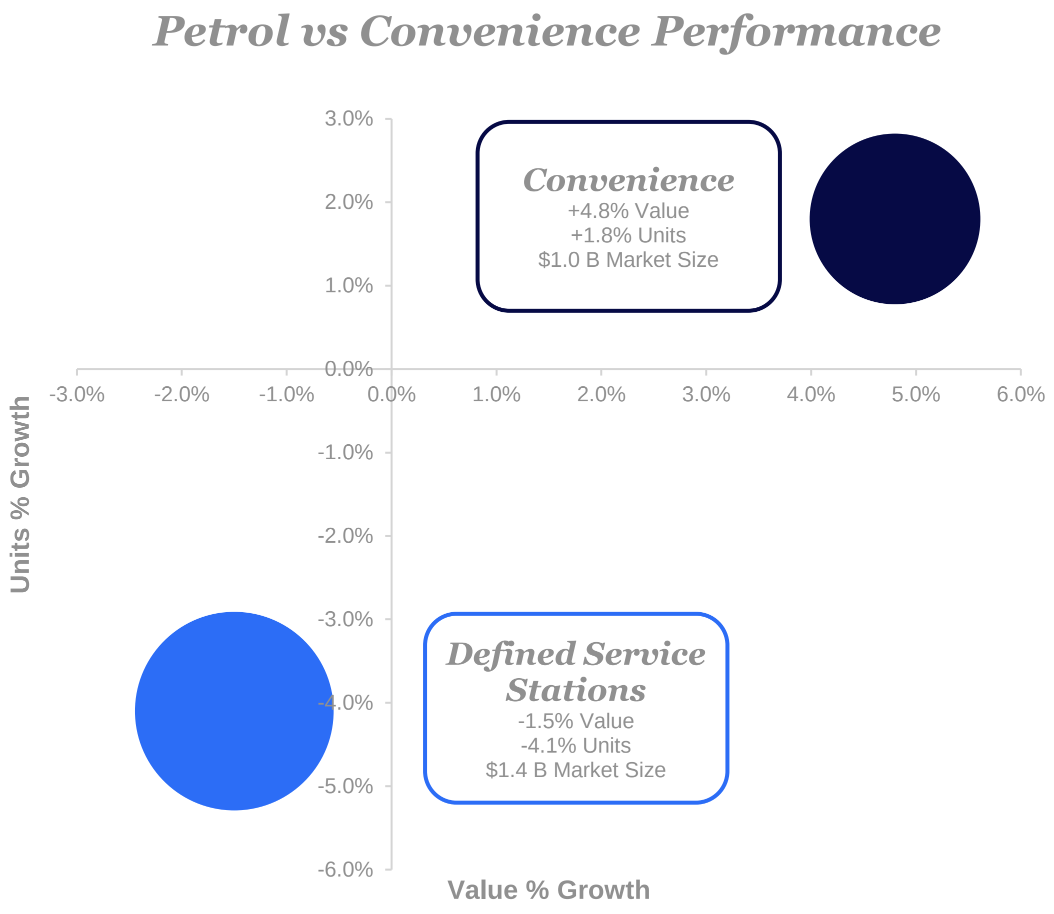
-0.1%

**36M** unit sales

-2.9%

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT 11 August 2024 vs YA

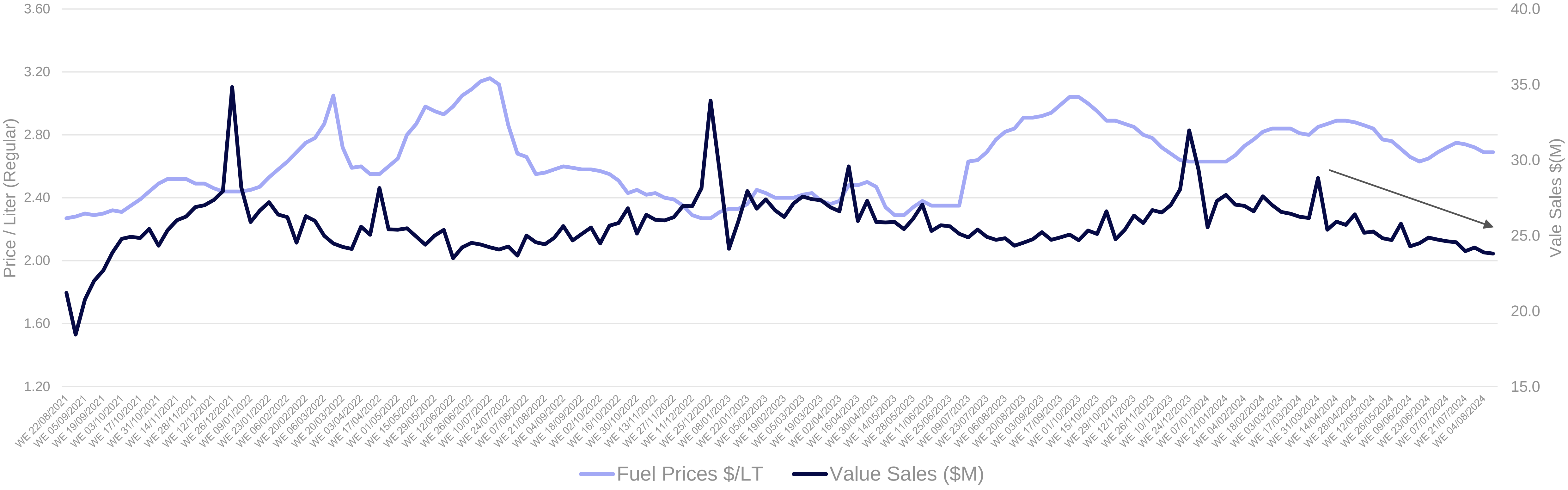
# Service stations declining in both value and units, whilst Convenience in growth




Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations and Convenience (4 SQ + Night'n Day + On The Spot) | MAT 11 August 2024 vs YA

# High fuel costs continue to affect shop sales

***Defined Service Stations – Value Sales vs Fuel Prices***

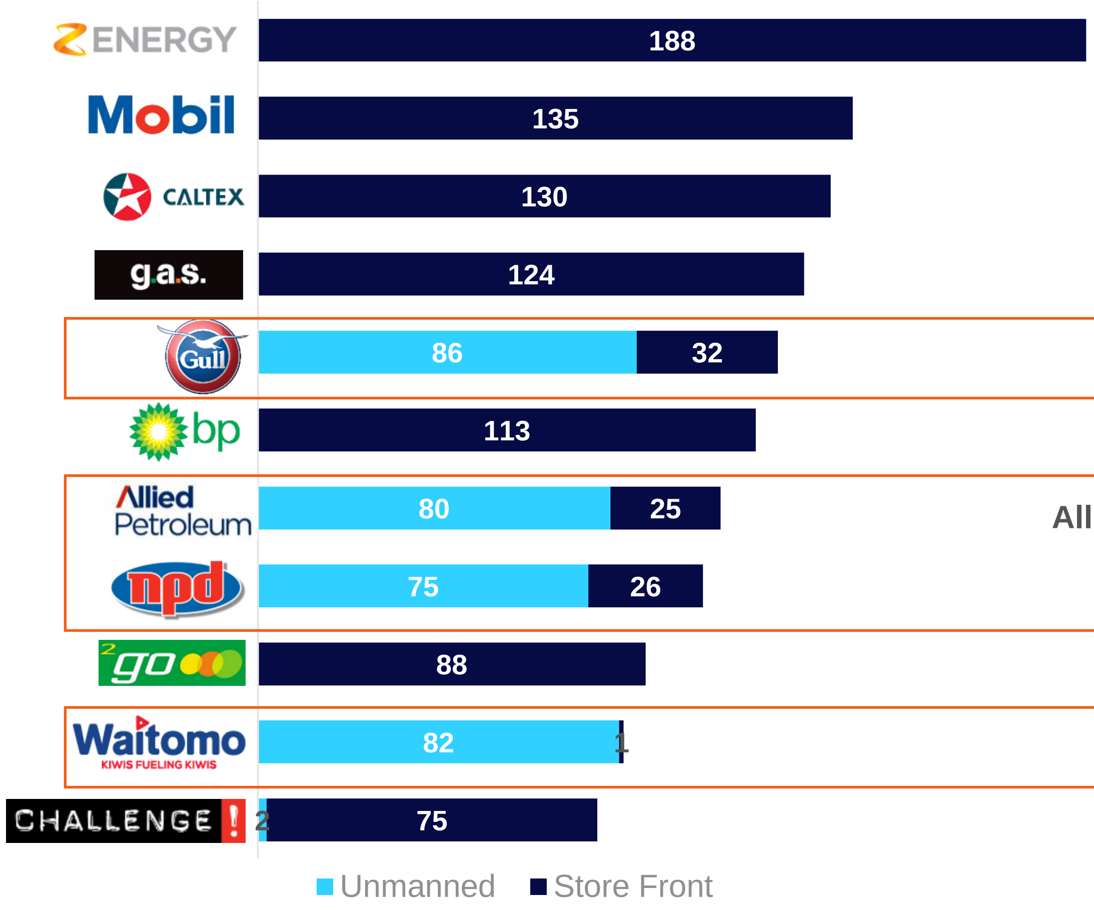



Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | Weekly 11 August 2024 (Three-Year Trend)
Fuel Prices weekly [Weekly fuel price monitoring | Ministry of Business, Innovation & Employment (mbie.govt.nz)]

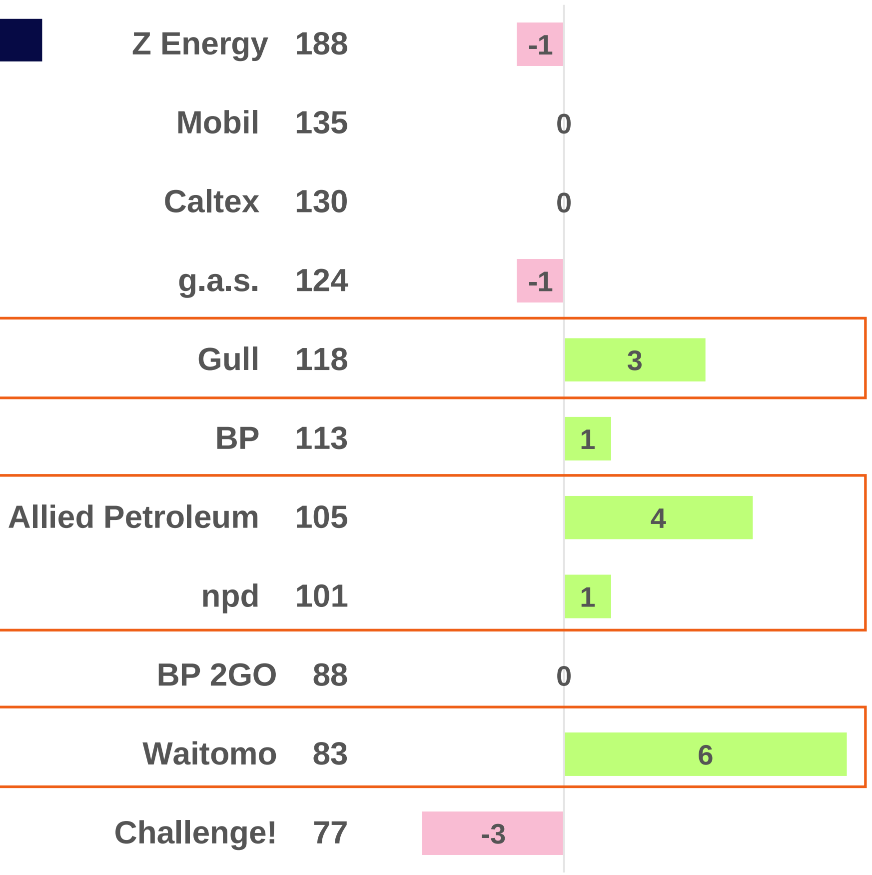
# Unmanned service stations growing the most in real estate across New Zealand

26% of service stations in New Zealand are unmanned

*Service Station Store Counts – Unmanned vs Store Front*

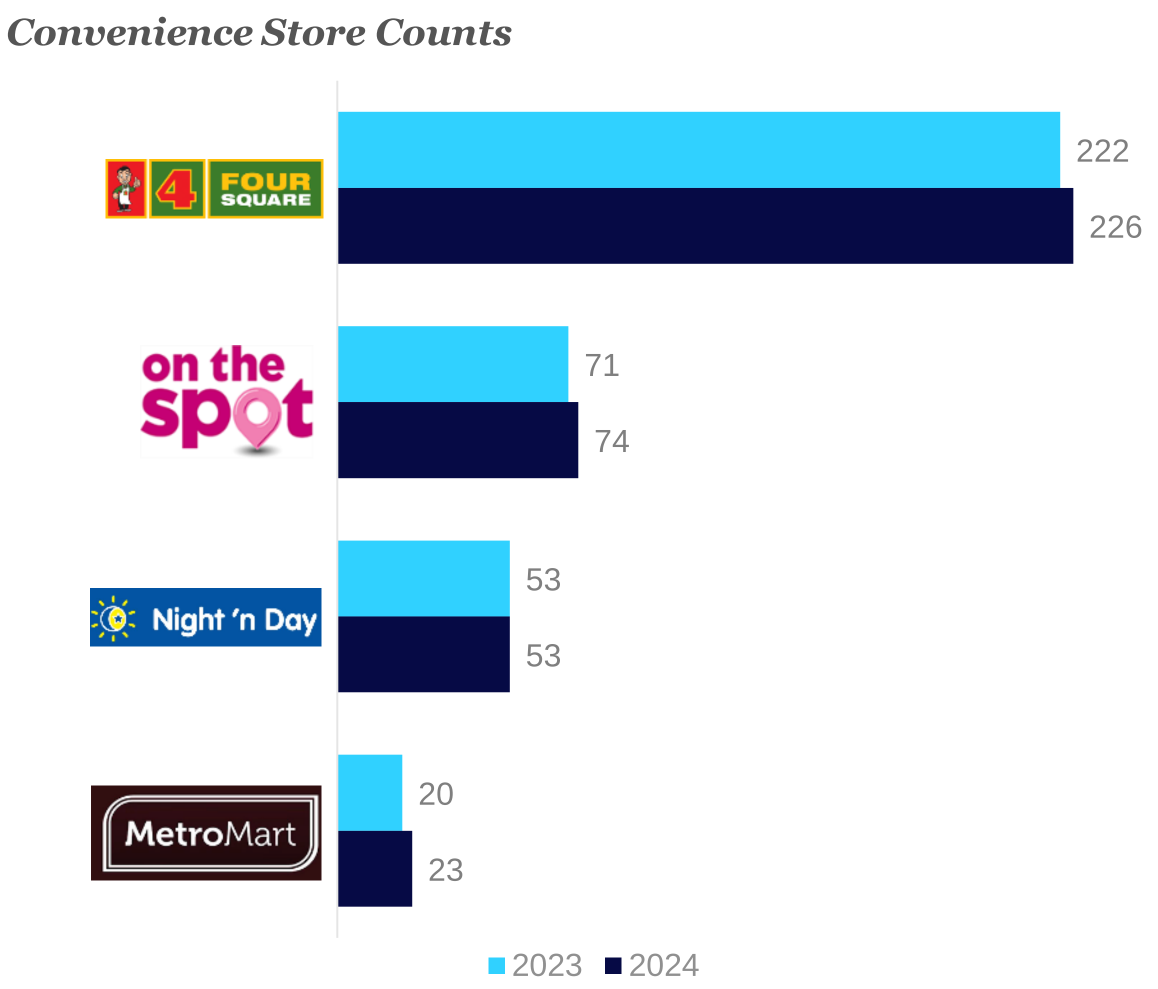


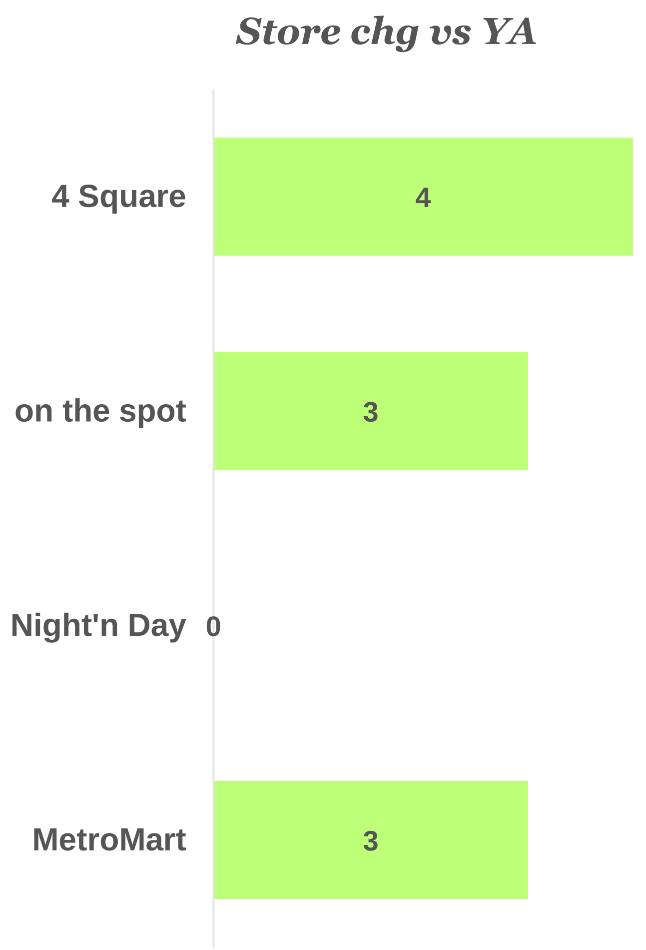

*Total Store Numbers & chg vs YA*




Store counts September 2024 excluding Truckstops

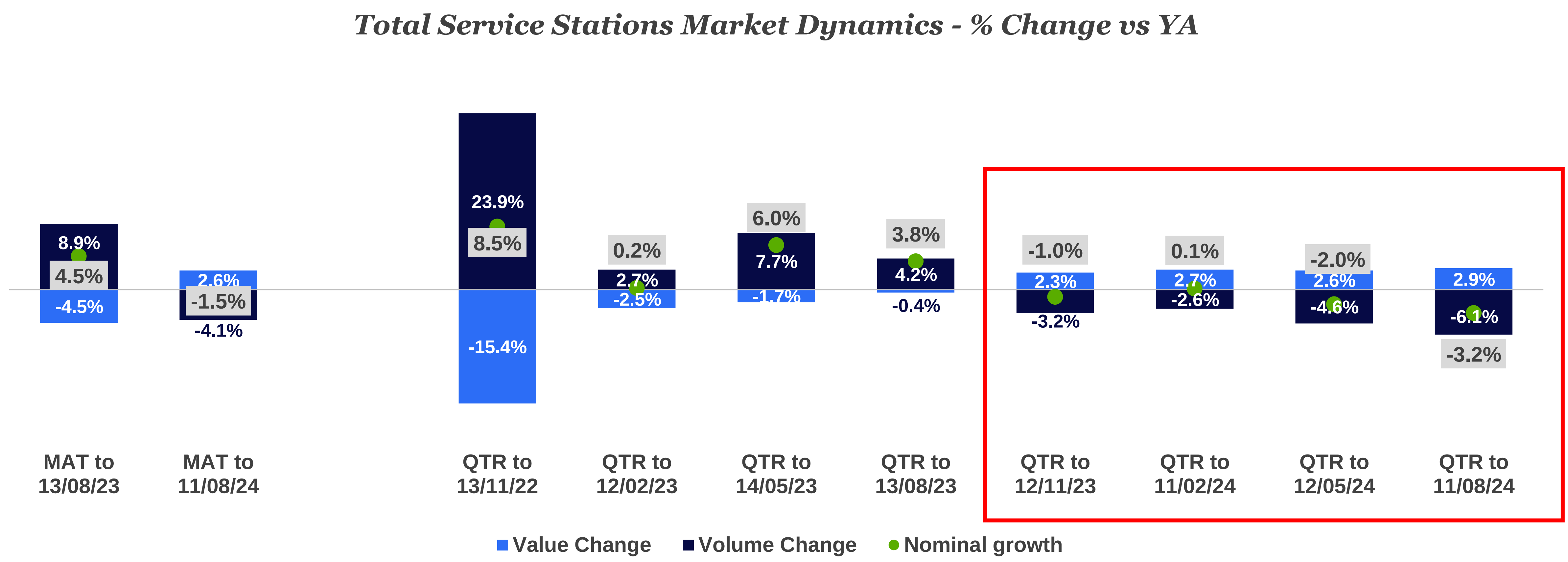
# Growth across convenience stores adds to the competitive landscape



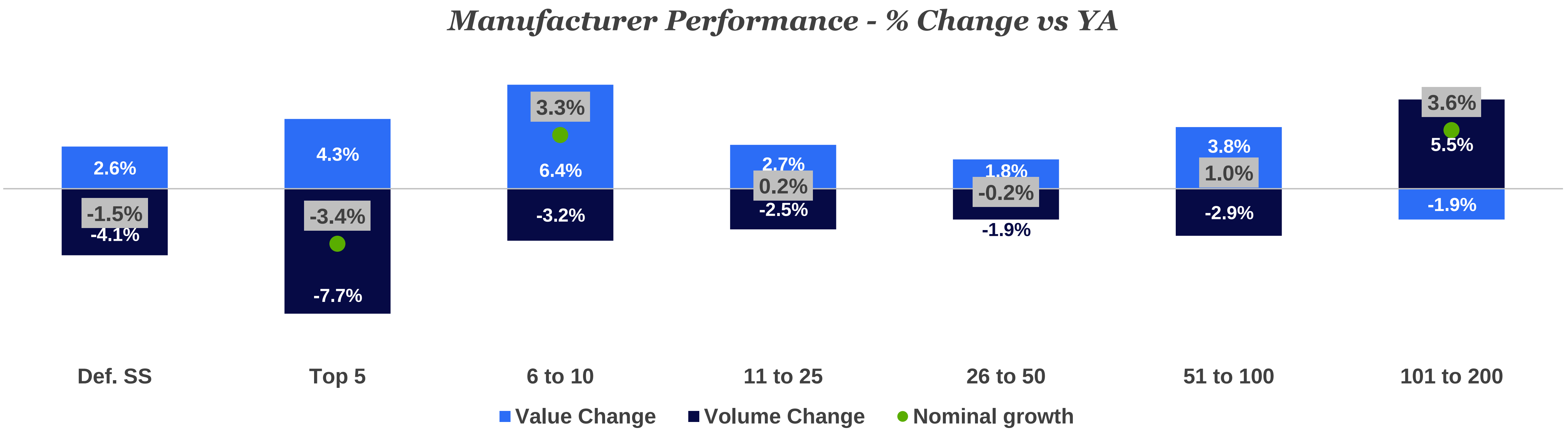

Store counts September 2024

# Slower growth in service stations noted during the past four quarters




Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT and QTR 11 August 2024 vs YA

# Most suppliers experiencing volume declines in service stations; only small players seeing growth however market importance is low




**% Dollar share of Total Defined Service Stations**

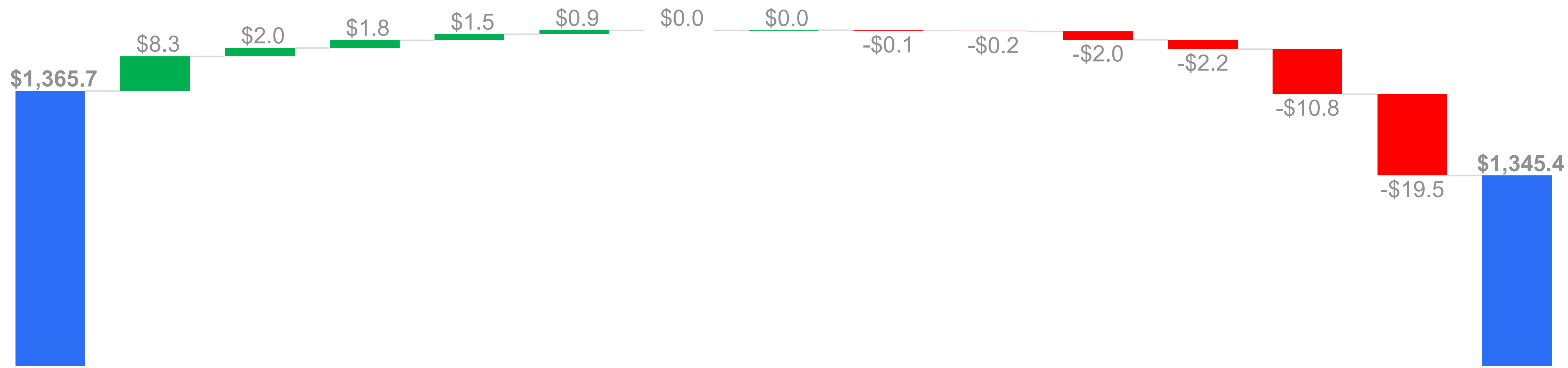
| Total Def SS | Top 5 | 6 to 10 | 11 to 25 | 26 to 50 | 51 to 100 | 101 to 200 |
|---|---|---|---|---|---|---|
| 100% | 50% | 13% | 15% | 6% | 2% | 1% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT 11 August 2024 vs YA

# Whilst growth of E-Cigarettes unable to offset losses from Traditional Tobacco, we see Bevs, Food to go and Snackfoods/Confect and even grocery in good growth

Strong growth

## Total Defined Service Station – Value Contribution $ (M)

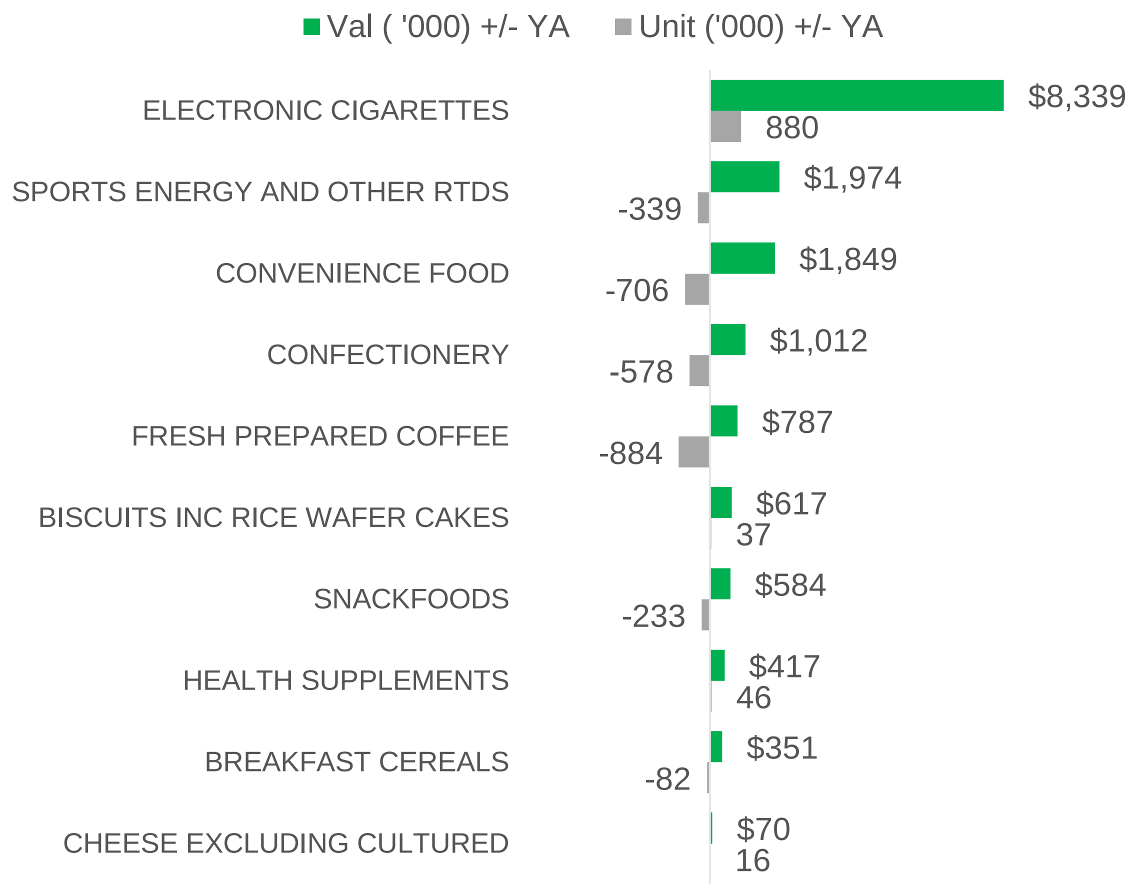



| | TOTAL RETAIL YA | E-CIGARETTES | BEVERAGES | FOOD TO GO | SNACKFOOD & CONFEC | GROCERY | PET SUPPLIES | BABY PRODUCTS | PERSONAL CARE | HOUSEHOLD & PAPER PRODUCTS | CHILLED FOOD | FROZEN FOOD | GENERAL MERCH | TOBACCO EXCL. E-CIG | TOTAL RETAIL TY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Val % Chg YA | | 14.2% | 0.6% | 2.2% | 1.7% | 4.9% | 3.1% | 0.9% | -1.3% | -4.8% | -10.0% | -5.6% | -6.3% | -3.5% | -1.5% |
| Val % Share | 100.0% | 5.0% | 23.3% | 6.4% | 6.6% | 1.4% | 0.1% | 0.0% | 0.8% | 0.2% | 1.4% | 2.7% | 12.0% | 40.1% | 100.0% |
| Unit % Share | 100.0% | 2.7% | 44.4% | 14.4% | 14.5% | 2.5% | 0.0% | 0.0% | 1.0% | 0.3% | 2.0% | 4.1% | 5.2% | 8.7% | 100.0% |

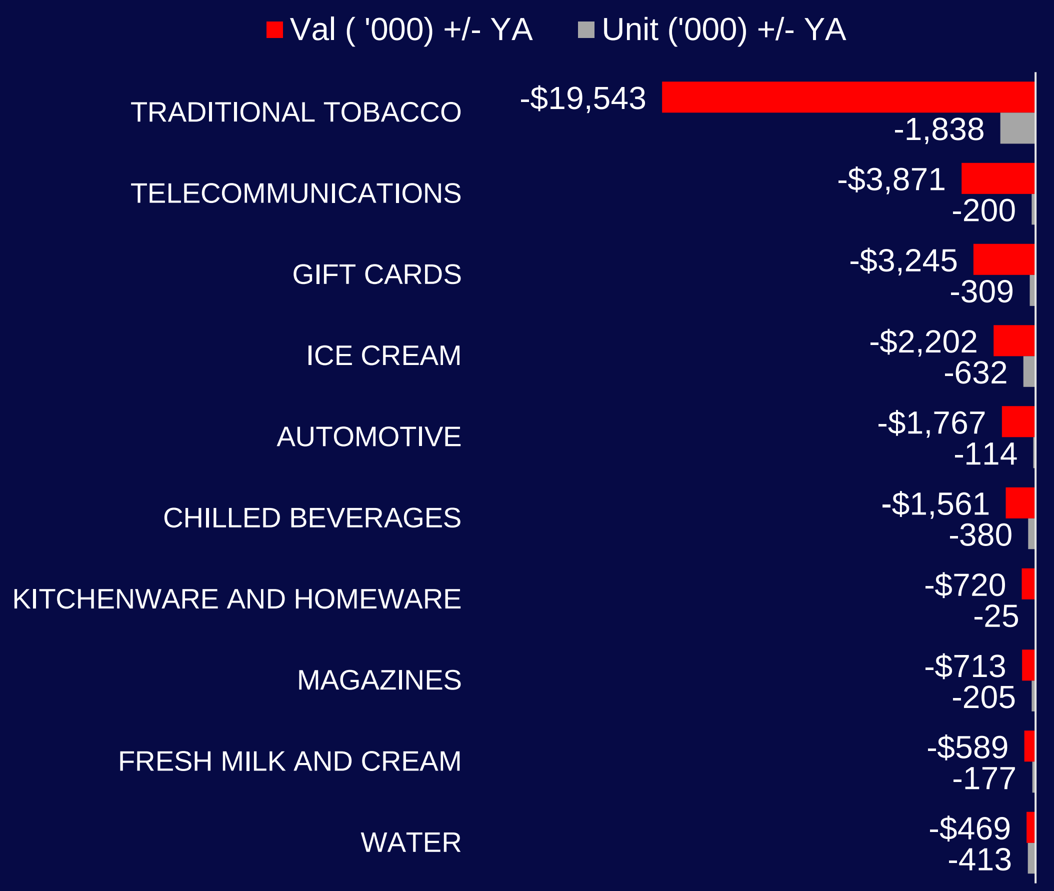
Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024 vs YA

# Top category gainers & drainers

## *Gainers*




## *Drainers*




Service Station category performance
Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT 11 August 2024 vs YA

# Store sales per 1,000 LT fuel sold up +11.4%

| Sales per 1,000 L | 2022 | 2023 | % Change |
|---|---|---|---|
| ACCESSORIES | 43.6% | 41.8% | -1.8% |
| BREAD | 29.9% | 28.2% | -1.7% |
| PHONECARDS | 4.0% | 4.1% | 0.1% |
| CONFECTIONERY | 36.4% | 37.4% | 1.0% |
| DRINKS | 33.7% | 34.0% | 0.3% |
| FOOD TO GO | 34.5% | 37.0% | 2.5% |
| GROCERIES | 35.2% | 35.8% | 0.6% |
| ICE CREAM/FROZENS | 33.4% | 35.0% | 1.6% |
| MAGAZINES | 18.6% | 18.5% | -0.1% |
| MILK | 30.0% | 30.7% | 0.7% |
| OIL | 42.0% | 40.0% | -2.0% |
| TOBACCO | 11.4% | 11.9% | 0.5% |
| **TOTAL** | **$506.51** | **$564.20** | **11.4%** |

**Increased margins across most categories**

GP margins provided by NZACS

# Innovations accounts for a small share in the market, yet drives all the growth

Vaping continues to drive significant growth for def. service stations and contributes the most through innovations

**Innovation Sales**

**$47.6M**

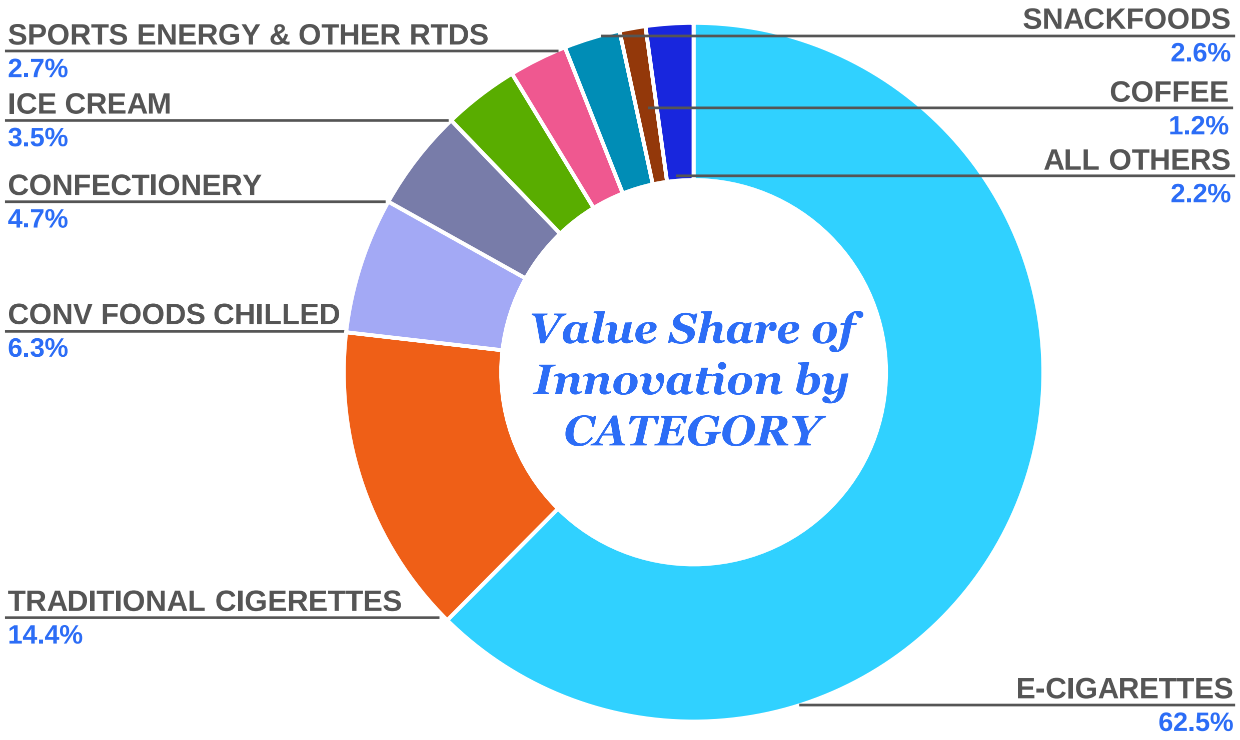
**Innovation Share**

**3.5%**

**# of Innovation items**

**290**

**Contribution to Convenience Sales $M**


Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT 11 August 2024 vs YA

# High value vaping products top the list of innovations

## *Top 10 Innovations – First 13w Value Sales*

Rothmans Long Red 20s


Alt Pod Tobacco 28.5gm 2s


Vuse Mint E-Liquid Pods 28.5mg 2s


Vuse Golden Tobacco E-Liquid Pods 28.5mg 2s


Alt Pod Menthol 28.5mg 2s

Solo Plus Disposable Mint 20mg

Solo Disposable Mint 20mg


Alt Pod Mint 28.5gm 2s

Solo Plus Disposable Menthol 20mg


Alt Nu Menthol 20mg

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT 11 August 2024 vs YA
Ranked by top sales within the first 13 weeks of launch

# Outside of tobacco, combination of new flavours and pack sizes

## *Top 10 Innovations excl Tobacco – First 13w Value Sales*


Gourmet Korean Chicken & Cheese


Mother Energy Lava Guava 500ml

Streets Magnum Double Sunlover 85ML


Nestle Kit Kat Chunky Cookie Dough 45gm


Snickers Butterscotch 2s 64gm


Red Bull Summer Edition Strawberry Apricot 250ml


Boss Coffee Rainbow Mountain Blend Iced Latte 179ml


Tip top Fruju Just Juice Tropical 73ml


Kapiti Marlborough Salted Caramel & Macadamia 100ml


Cookie Time Marshmallow Dark Chocolate 70gm

# Category Focus

# Tobacco

**$606 M** value sales
-1.8%

**19.6 M** unit sales
-4.7%

## Growth in vaping does not offset the declines for cigarettes and roll your own tobacco

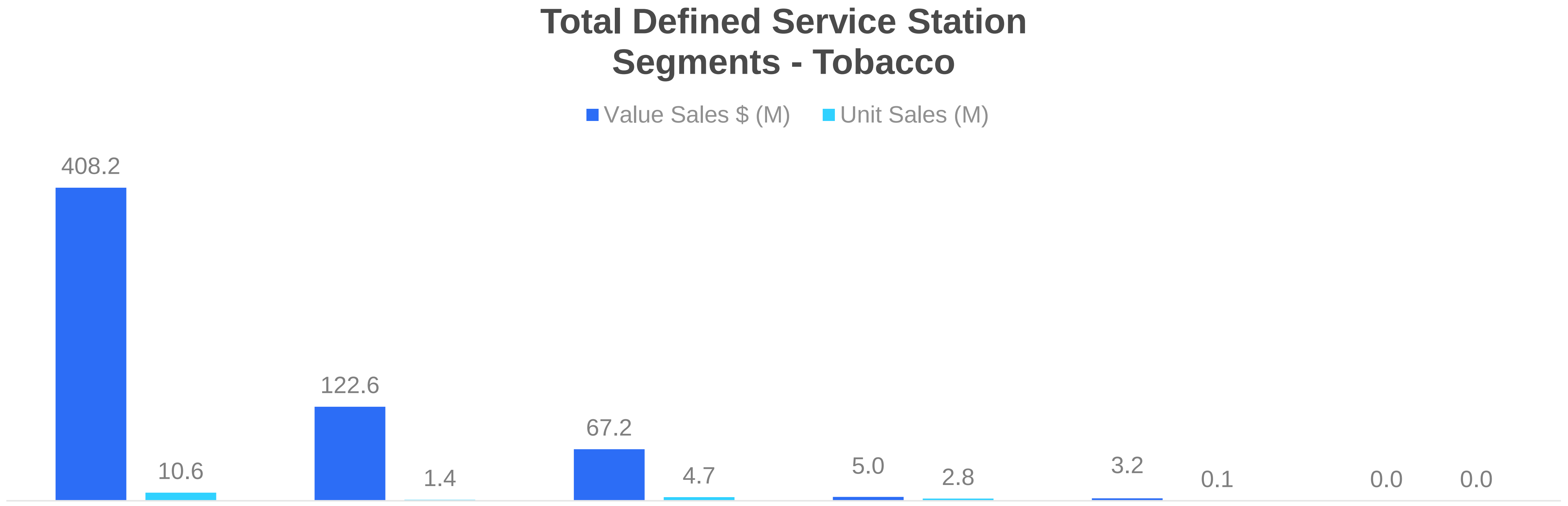
### Total Defined Service Station – Value Contribution $ (M)


| | TOBACCO YA | ELECTRONIC CIGARETTES | PIPE TOBACCO | TOBACCO ACCESSORIES | CIGARS | ROLL YOUR OWN TOBACCO | CIGARETTES | TOBACCO TY |
|---|---|---|---|---|---|---|---|---|
| Value % Chg YA | | 14.2% | -48.5% | -5.0% | -11.2% | -4.1% | -3.2% | -1.8% |
| Unit % Chg YA | | 23.0% | -54.5% | -11.1% | -17.6% | -11.2% | -10.8% | -4.7% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024 vs YA

# Tobacco is heavily reliant on Cigarettes, presenting a challenge for the category

Vaping continues to grow and will be the focus of growth for the category



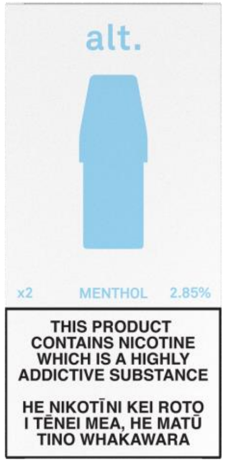

| | CIGARETTES | ROLL YOUR OWN TOBACCO | ELECTRONIC CIGARETTES | TOBACCO ACCESSORIES | CIGARS | PIPE TOBACCO |
|---|---|---|---|---|---|---|
| Value % Share | 67.3% | 20.2% | 11.1% | 0.8% | 0.5% | 0.0% |
| Unit % Share | 54.1% | 7.3% | 24.0% | 14.1% | 0.5% | 0.0% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024

# Vaping products dominate tobacco NPDs

## Alt, Vuse, and Solo driving vaping products with tobacco and mint / menthol flavours




**Rothmans Long Red 20s**

13 Weeks: $1.4 M
MAT: $6.9 M

**Alt Pod Tobacco 28.5mg 2s**

13 Weeks: $1.2 M
MAT: $1.2 M

**Vuse Epod Mint Eliquid Pods 28.5mg 2s**

13 Weeks: $1.0 M
MAT: $1.8 M

**Vuse Epod Golden Tobacco Eliquid Pods 28.5mg 2s**

13 Weeks: $0.8 M
MAT: $1.2 M

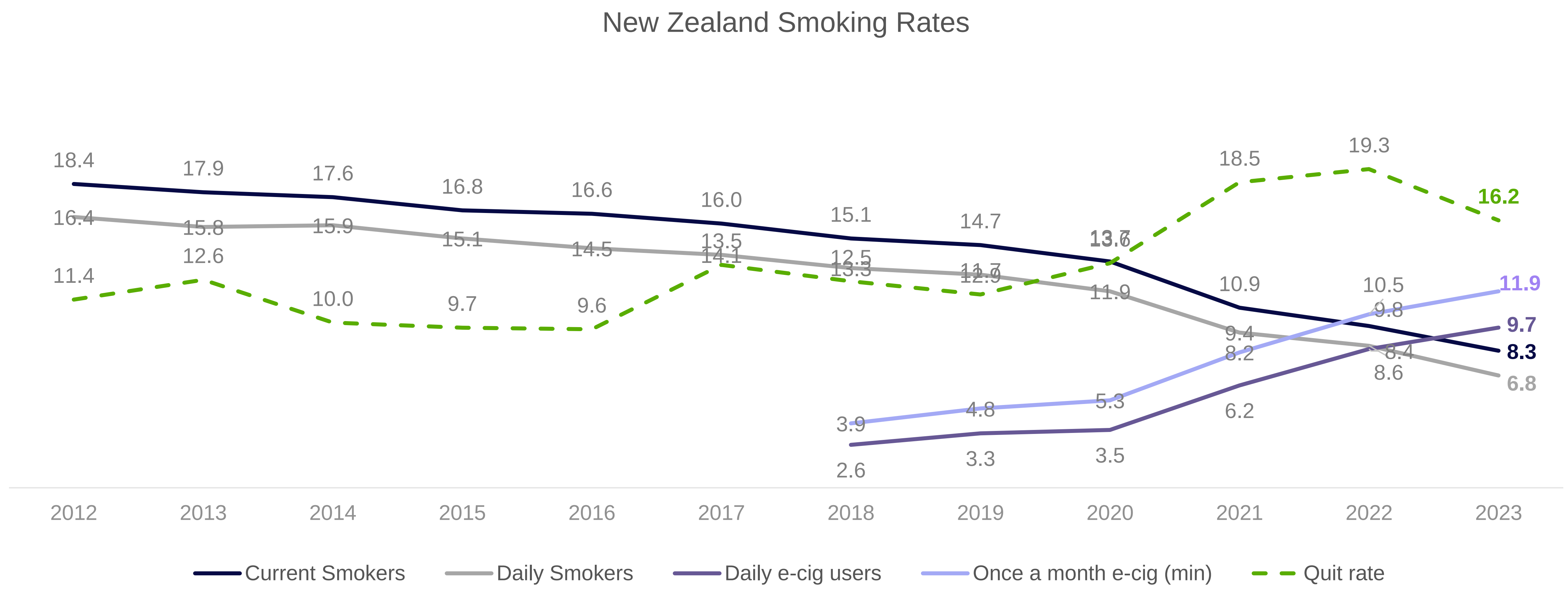
**Alt Pod Menthol 28.5Mmg 2s**

13 Weeks: $0.8 M
MAT: $2.0 M

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024
Ranked by top sales within the first 13 weeks of launch; Value based on initial 13 weeks and MAT sales

# Quit rates on the rise, while vaping rates exceeding the number of smokers

Smoking tobacco in New Zealand continues to decline year over year




Source: Ministry of Health NZ 2022/2023 Survey
Explore topics: Tobacco & Vaping / e-cigarette use (adult aged 15 years and over)

# Beverages

**$314 M** value sales
+0.6%

**76.3 M** unit sales
-3.0%

## Beverages growth driven by sport & energy drinks and fresh coffee

### Total Defined Service Station – Value Contribution $ (M)


| | BEV YA | SPORTS ENERGY AND OTHER RTDS | FRESH COFFEE | RTD TEA | RTD COFFEE | NON DAIRY MILK DRINKS | MILK MODIFIERS | UHT FLAVOURED MILK | CORDIALS AND SYRUPS | DRINK MIXER | TEA | CARBONATED BEVERAGES | FRUIT JUICE AND DRINKS | WATER | BEV TY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Value % Chg YA | | 1.7% | 0.8% | 2.8% | 0.6% | 35.2% | 7.0% | 0.1% | 53.5% | 0.0% | -1.7% | -0.3% | -3.8% | -1.8% | 0.6% |
| Unit % Chg YA | | -1.2% | -4.1% | -1.4% | -1.3% | 27.7% | 1.1% | -6.6% | 6.2% | 0.0% | -10.8% | -2.4% | -6.6% | -6.0% | -3.0% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024 vs YA

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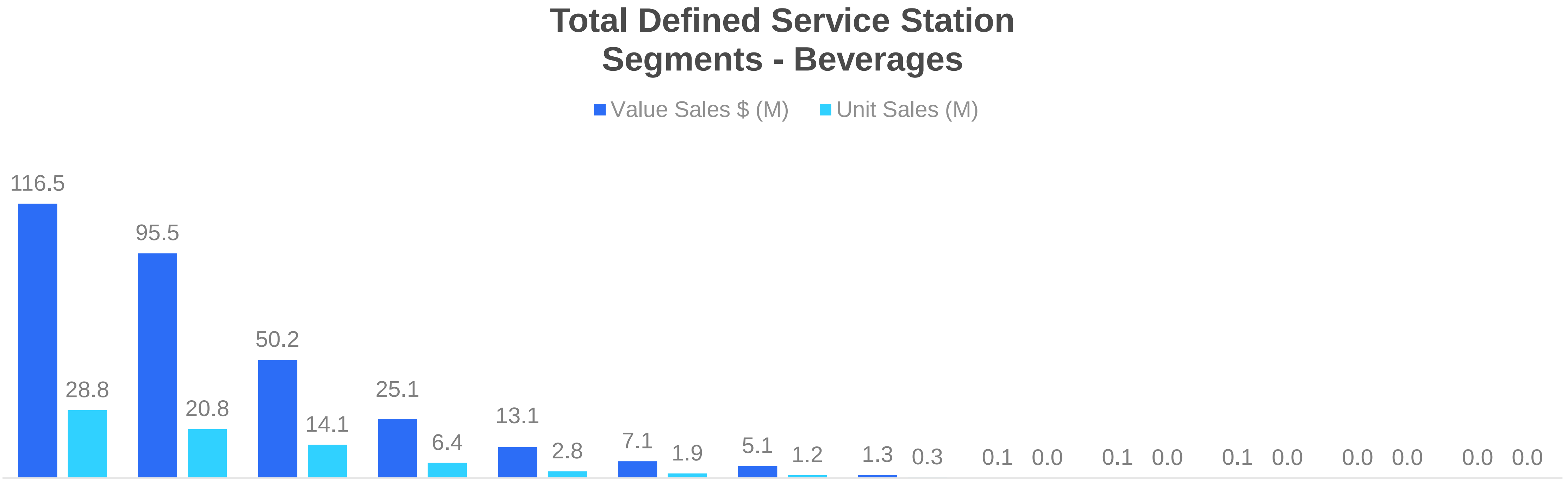
# Top 2 categories are the main contributors for growth in beverages

Focus on ensuring the optimal range is available to keep driving growth




| | SPORTS ENERGY AND OTHER RTDS | FRESH COFFE E | CARBONATED BEVERAGES | WATER | UHT FLAVOURED MILK | FRUIT JUICE AND DRINKS | RTD COFFEE | RTD TEA | MILK MODIFIERS | NON DAIRY MILK DRINKS | TEA | CORDIALS AND SYRUPS | DRINK MIXER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Value % Share | 37.1% | 30.4% | 16.0% | 8.0% | 4.2% | 2.3% | 1.6% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Unit % Share | 37.8% | 27.3% | 18.4% | 8.4% | 3.7% | 2.4% | 1.6% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024

# Energy & Sports drink lead the way for beverages

## $2.2M from NPDs in Beverages with $1.3M sourcing from energy and sports drinks


**Mother Energy Drink Lava Guava 500ml**

13 Weeks: $182 K
MAT: $729 K


**Red Bull Winter Edition Pear Cinnamon 250ml**

13 Weeks: $122 K
MAT: $170 K


**Boss Coffee Rainbow Mountain Blend Iced Latte 179ml**

13 Weeks: $113 K
MAT: $286 K


**Red Bull Summer Edition Strawberry Apricot 250ml**

13 Weeks: $79 K
MAT: $294 K


**What The Fanta Zero Sugar 600ml**

13 Weeks: $62 K
MAT: $65 K

Source: NielsenIQ Scan | New Zealand | Defined Service Stations | MAT to 11 August 2024
Ranked by top sales within the first 13 weeks of launch; Value based on initial 13 weeks and MAT sales

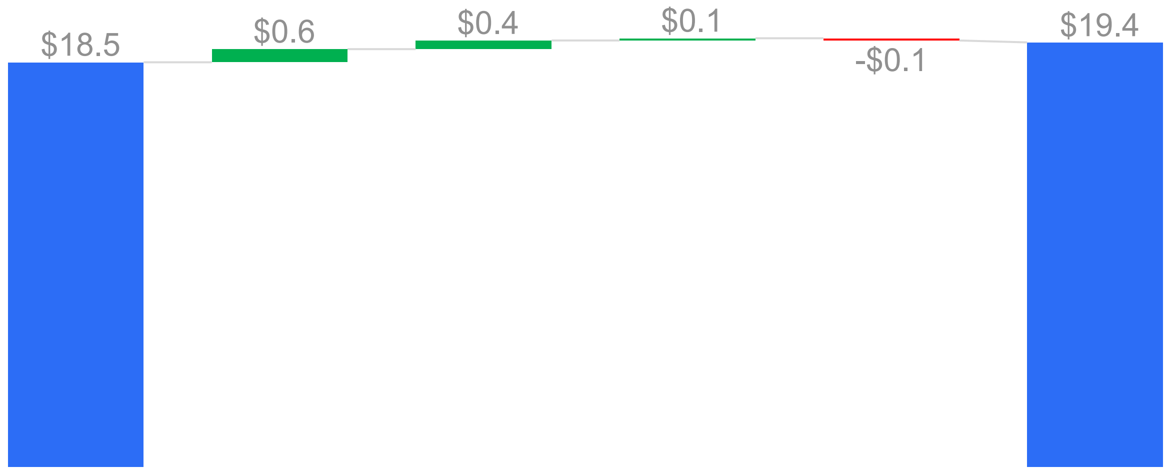
# Grocery

**$19 M** value sales
+4.9%

**4.4 M** unit sales
-3.6%

## Biscuits showing strong growth off NPD launches

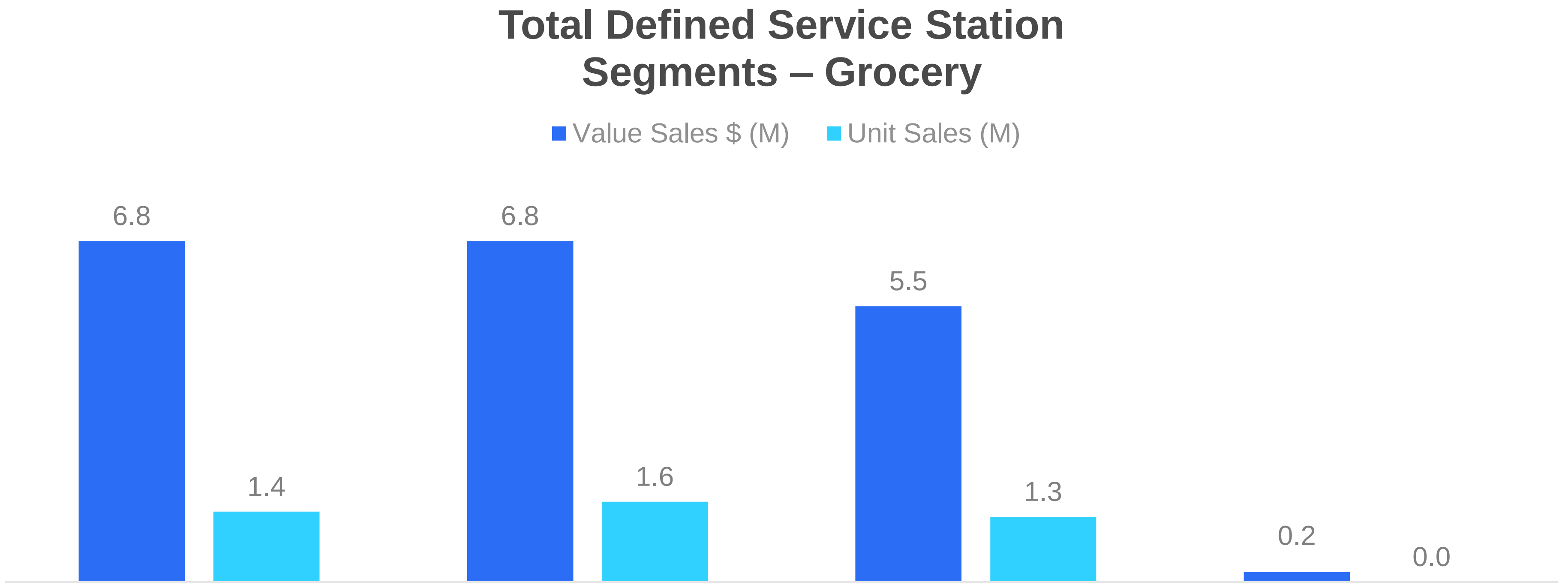
**Total Defined Service Station – Value Contribution $ (M)**




| | GROCERY YA | BISCUITS INC RICE WAFER CAKES | BREAKFAST CEREALS | ALL OTHERS | CAKES | GROCERY TY |
|---|---|---|---|---|---|---|
| Value % Chg YA | | 9.9% | 5.4% | 1.2% | -37.6% | 4.9% |
| Unit % Chg YA | | 2.4% | -5.7% | -5.1% | -49.0% | -3.6% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024 vs YA

# Grab-and-go products like cereals and biscuits remain to be the most important in our stores




| | BREAKFAST CEREALS | BISCUITS INC RICE WAFER CAKES | ALL OTHERS | CAKES |
|---|---|---|---|---|
| Value % Share | 35.3% | 35.2% | 28.5% | 1.0% |
| Unit % Share | 31.3% | 36.8% | 30.8% | 1.1% |

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024

# Cookie Time’s top-selling NPDs delivered a combined $160K in sales during the past year


**Cookie Time Marshmallow Dark Chocolate 70gm**

13 Weeks: $88 K
MAT: $109 K

**Cookie Time Original Choc Chip 270gm**

13 Weeks: $37 K
MAT: $51 K


**Molly Woppy Gingerbread Tree White Choc Biscuit 44gm**

13 Weeks: $11 K
MAT: $12 K


**Griffins Squiggles Pineapple Chunks Biscuit 195gm**

13 Weeks: $9 K
MAT: $16 K


**Oreo Orig ANZ Pride 128gm**

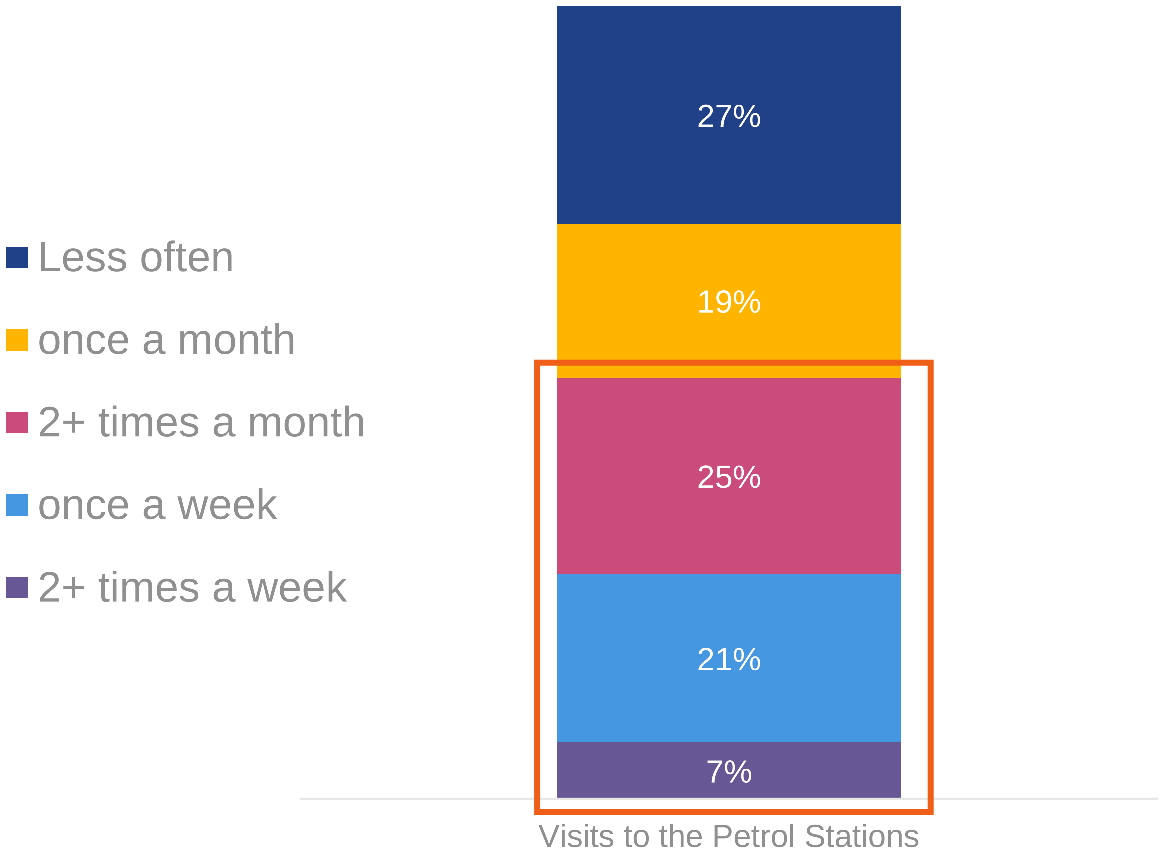
13 Weeks: $5K
MAT: $5 K

Source: NielsenIQ Scan | New Zealand | Total Defined Service Stations | MAT to 11 August 2024
Ranked by top sales within the first 13 weeks of launch; Value based on initial 13 weeks and MAT sales

# Shopping in Petrol & Convenience

Consumer Perspective

# 53% will shop at petrol stations two or more times a month




**38%**

**shop instore when they stop at petrol stations for fuel**

Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024
Q:How often do you frequent petrol stations? / Do you shop petrol stations for fuel and purchase something in-store in the past 12 months?

# Aside from cheapest fuel prices, loyalty cards and convenience play a role in store choice

***When choosing where to shop for at a Petrol Station for fuel, what motivators drive your store choice?***

**76%**

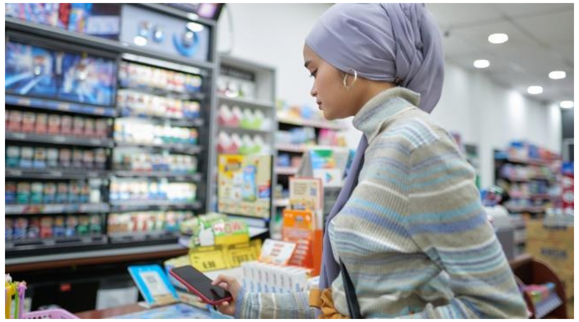
## Cheapest Petrol

Whilst most look for cheaper fuel prices, those impacted more by the rise in cost have a higher propensity to seek the lowest fuel prices

**45%**

## Loyalty card

Value shoppers and households with more disposable income lean into the loyalty card offerings



**41%**

## Convenience location

Shoppers who live more comfortably have a higher propensity to choose location most convenient to usual routes


**30%**

## Pay at the pump option

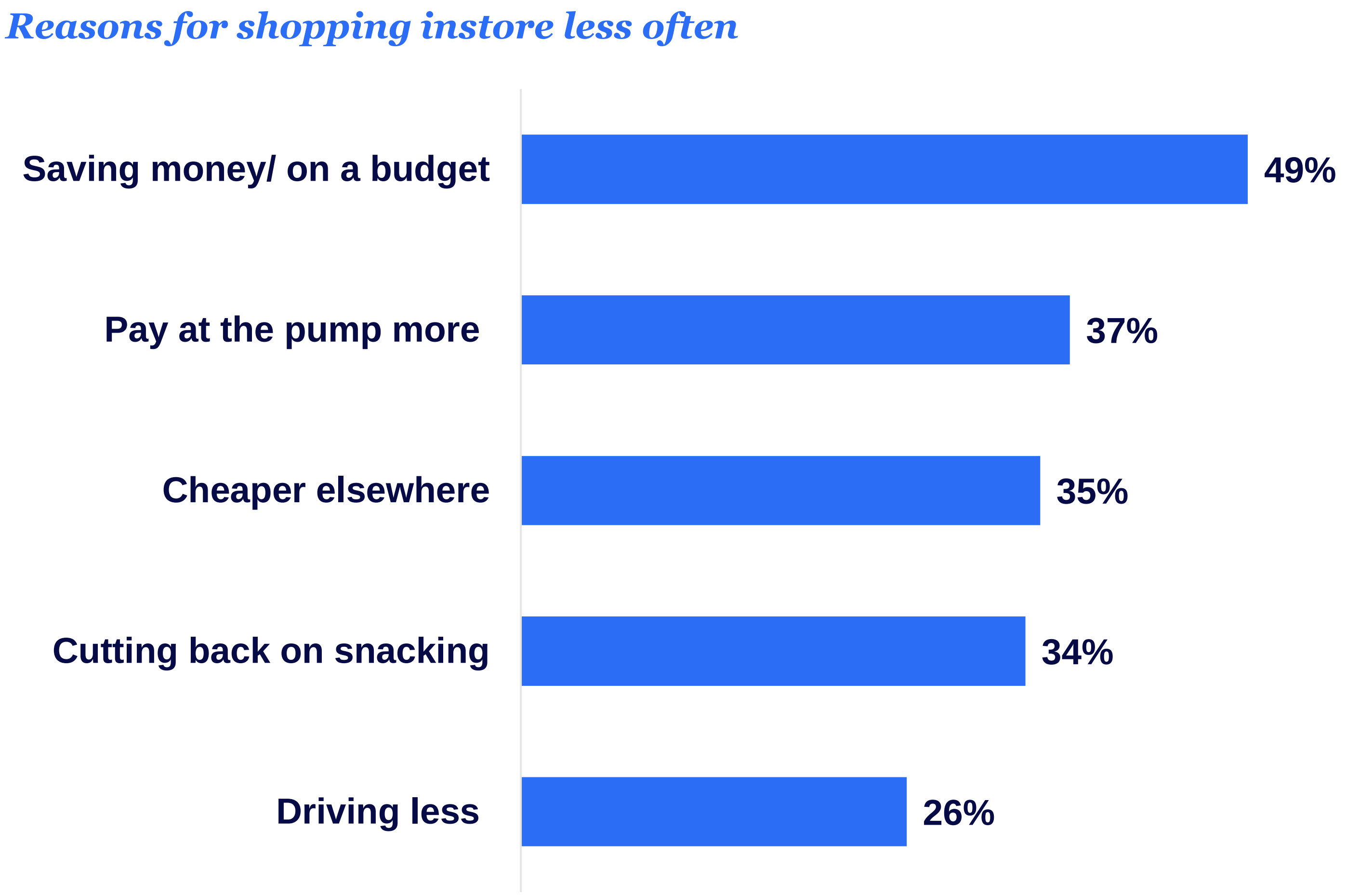
Meets a convenience for those not interested in shopping instore

Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

# 32%

are shopping *less* often instore at petrol stations

## Budget constraints, changes in behaviour and health choices, impacting instore sales




Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

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# Ability to pay at the pump meets a desired need for consumers, however it comes at the expense of shop sales

## 61%

Will pay at the pump and leave without going in-store for anything

## 15%

Claim their petrol station store choice is driven by unmanned service stations


Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

# Hot foods and barista coffee are high traffic drivers for petrol station store fronts and mostly planned purchases

Contrast to Confectionery that is highly impulsive – driving traffic in-store is imperative to shop sales

**2 in 5**

**consumers shop in-store for *hot cabinet food* and *coffee***

**7 in 10**

**Store visits are *planned***

**3 in 10**

**consumers shop in-store for *confectionery***

**1 in 5**

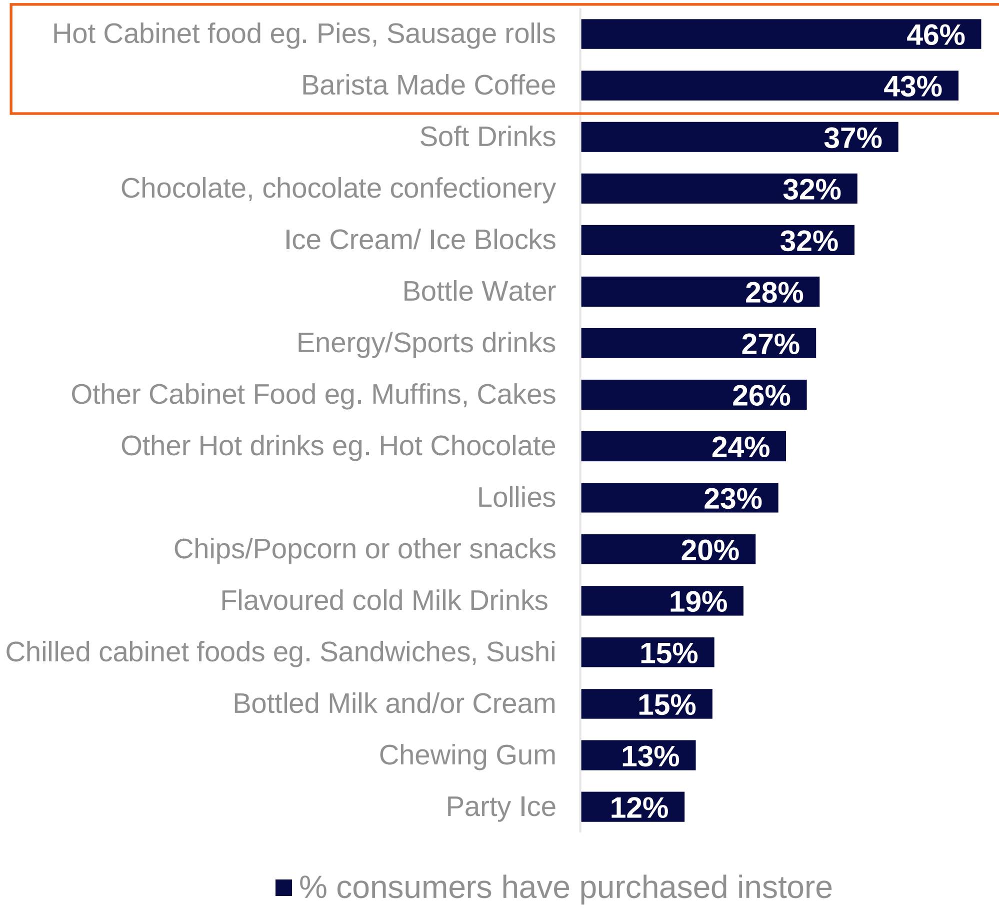
**Store visits are *planned***

Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

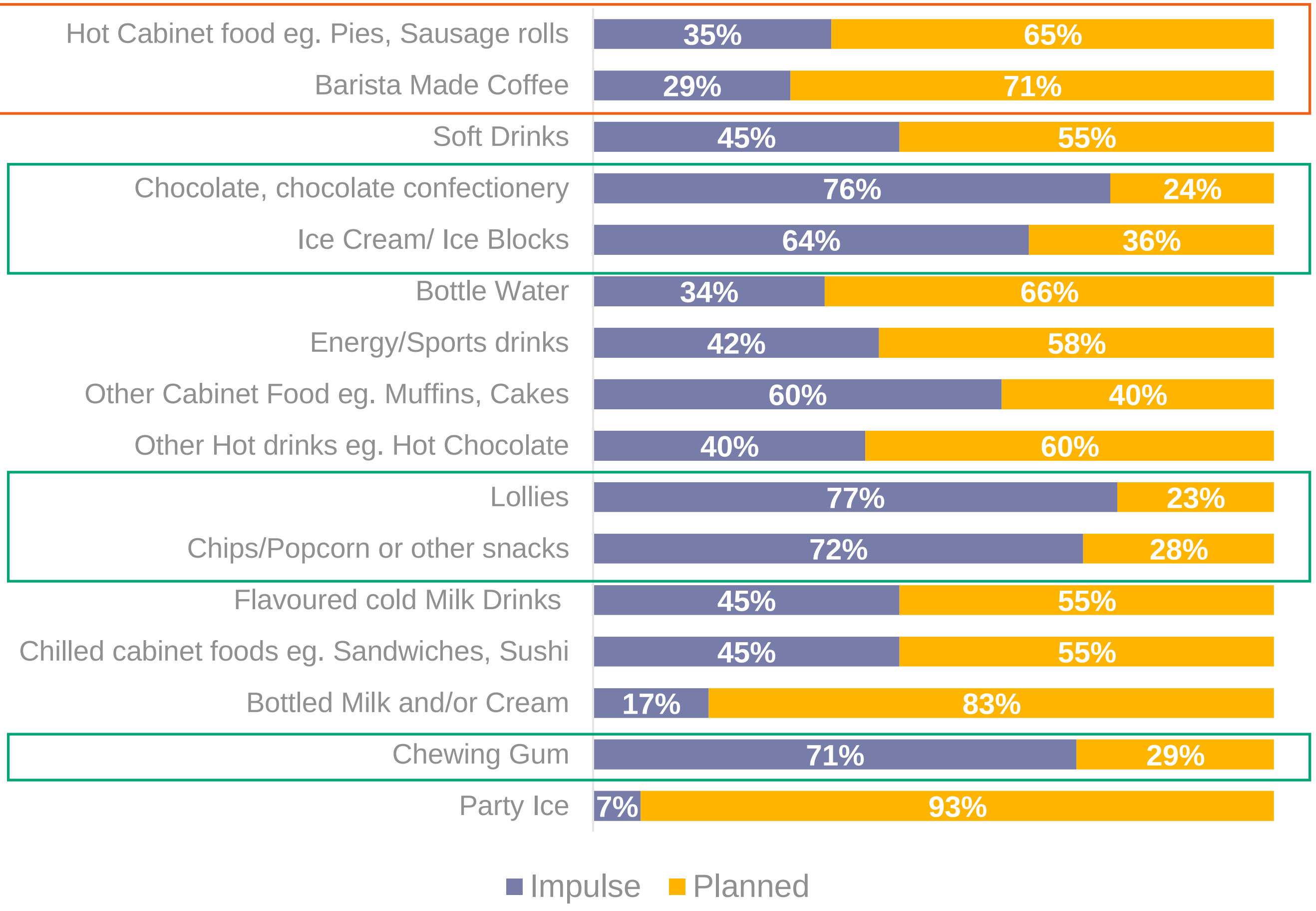
# Hot foods and barista coffee are high traffic drivers for petrol station store fronts and mostly planned purchases

Confectionery, ice cream and snack foods are highly impulsive – driving the traffic in-store is imperative for shop sales

***When shopping instore, what items have been purchased?***



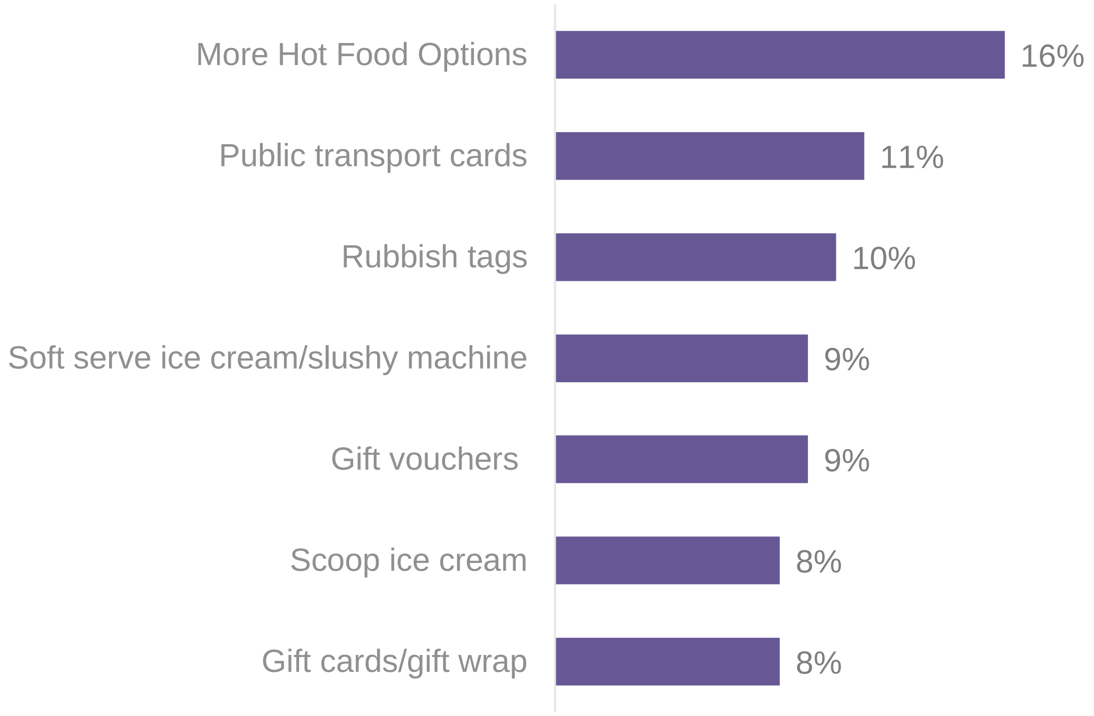

***Were these purchases planned or impulse?***




Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

# Majority of consumers needs are met, however there is still opportunity to drive foot traffic with more offerings & services

***What else consumers would like to see instore***




**61% of consumers claim petrol station stores provide everything they need**

Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024

## More hot food options may help drive store traffic

While Pies is already a popular staple in convenience shops, consumers expressed wanting more flavour choices/options

Pies
Toasties
Chicken Wings
Quiche
Hot Chips
Pizza
Sausage Rolls
Chicken Pieces
Hot Sandwich Rolls
Samosas
Hot Dogs
Burgers

## Ready to Eat Meals is of interest to create more convenience on the go

Many want healthier meal options outside the standard fare

Curries
Sushi
Wraps
Noodles
Lasagna
Sandwiches
Kababs
Mac & Cheese
Nachos
Fried Rice
Soups
Noodle Cups
Fish & Chips

Source: NielsenIQ Homescan | Consumer Outlook Survey | June 2024
Based on survey respondents verbatim for those who selected wanting more hot food options

## What we see!

- The Fuel landscape is changing – the universe growing through unmanned fuel stations, and price conscious consumers are looking for the best deals
- Growth of the Value and Budget shopper dichotomy – 32% people shopping in store less often at fuel sites
- Innovative food-to-go options alongside unmanned fuel stations – Costco Westgate example
- Unit declines across the board, whilst Beverages, Food, Snacks and Confectionary all holding up value performance at the till through price.
- Vapes seeing strong organic (Value & Unit) growth and dominating NPD, but not offsetting Traditional Tobacco declines
- Loyalty programmes becoming more of a driver of store choice – linked to grocery purchase and club deals, be part of capturing share of whole wallet

## What to do to increase foot traffic?

- Leverage loyalty cards to offer special in-store deals using impulse category purchases
- On pump promotions to drive consumers into the shop – offer discounts for products in-store even if they pay at the pump for fuel
- Cross promotions between planned and impulse categories to drive value and traffic in-store
- In-App purchases for easy in-store pick up across a wider range of product offerings
- Offering more hot food options; become a destination for on-the-go meal & snacking options

# Thank you

*Let us know how we did, provide your feedback through the QR code*

*Reach out to your NielsenIQ representative for more information*