Sugro

Mar 2026

PEPSICO

MARKET OVERVIEW

Five macro forces are shaping how people are snacking today (and beyond)

GLOBAL AND LOCAL INSTABILITY

Rising living costs, local and global unrest, and climate crisis are persistent, compelling consumers to seek escapism, as events hit close to home.

CHANGING DEMOGRAPHICS

The UK population will be older and more diverse than ever before.
This fragmentated diversity will introduce new snacking habits and preferences.

CONSUMER AND GOV FOCUS ON HEALTH

Health takes on heightened definition, encompassing physical, mental, spiritual and even communal wellness, accelerated by growing awareness on social media and reinforced by government reforms.

DIGITAL & AI ADOPTION

AI tools maximise efficiency, streamlining and personalising what people do, see, and eat. Algorithm-driven filters narrow cultural consumption by reinforcing existing preferences.

HYBRID ROUTINES

Traditional routines (e.g. 9-5 workday or three square meals) loses salience as hybrid working expands and people adapt their routines to personalised needs.

And consumer expectations are evolving, with people demanding more from each bite

Consumers are snacking at pre-pandemic levels – even as routines shift back to more office-based work. But they're demanding more…

CONSUMERS WANT BETTER, MORE NATURAL INGREDIENTS

75%

of consumers are worried about ultra-processed foods (UPFs), and

48%

are cutting down intake.

(UK Food Standards Agency, EIT food Consumer Observatory, 2024)

CONSUMERS ARE BECOMING MORE HEALTH ENGAGED

50%

of consumers are now 'highly engaged with their health.

(UK Bolt Data up to Q3 2023, Respondent based)

CONSUMERS WANT SNACKS TO ELEVATE THEIR SOCIAL CONNECTIONS

Proportion of snacks being shared in social moments is up

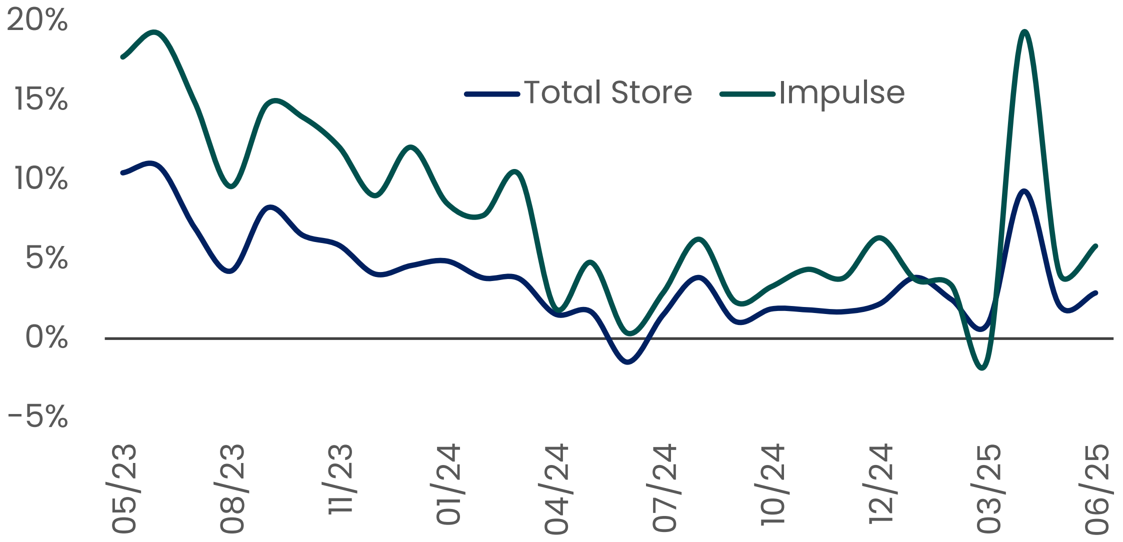
+6pts

(UK Snacks 5x Big Bets Handbook, 2025)

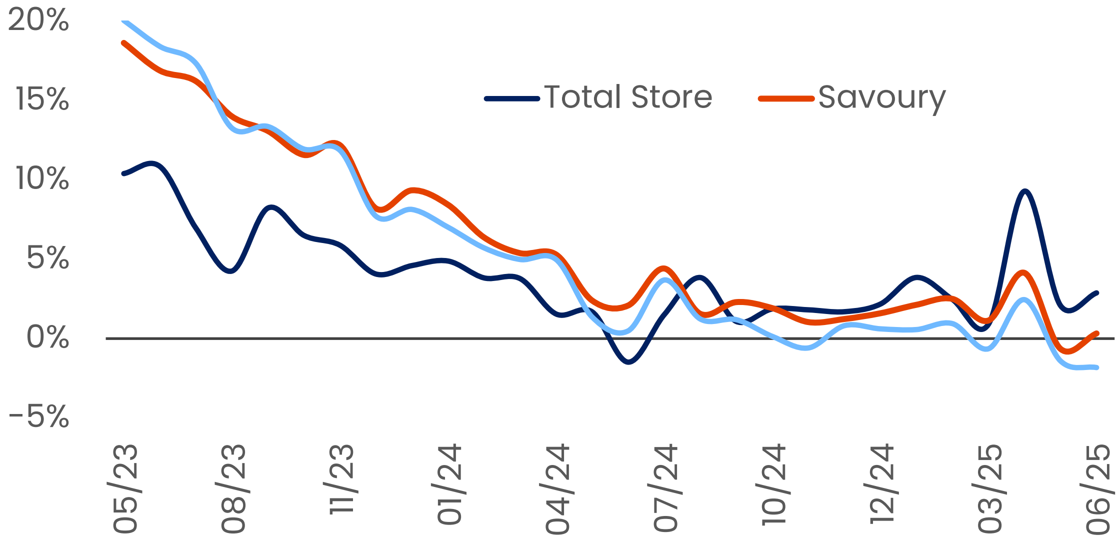
Impulse purchases no longer outpace total store...

Impulse and savoury growth now mirrors the broader market, rather than outpacing it.

TOTAL STORE AND IMPULSE
(% CHANGE IN VAL SALES)



SAVOURY, SALTY, AND TOTAL STORE
(% CHANGE IN VAL SALES)



Source: Nielsen to 14/06/2025
NOTE: Total Store: sum of all items bought in a single transaction at a retail location or e-comm.

Snacking remains well engrained behaviour in our daily lives

We are a nation of snackers

382M snacking occasions a day

5.6x snacks per person, per day

67% packaged occasions

74% at home occasions

…And savoury snacking plays a critical role…

116M savoury snacking occasions a day

1.7x savoury snacks per person, per day (2.4x for Gen Z)

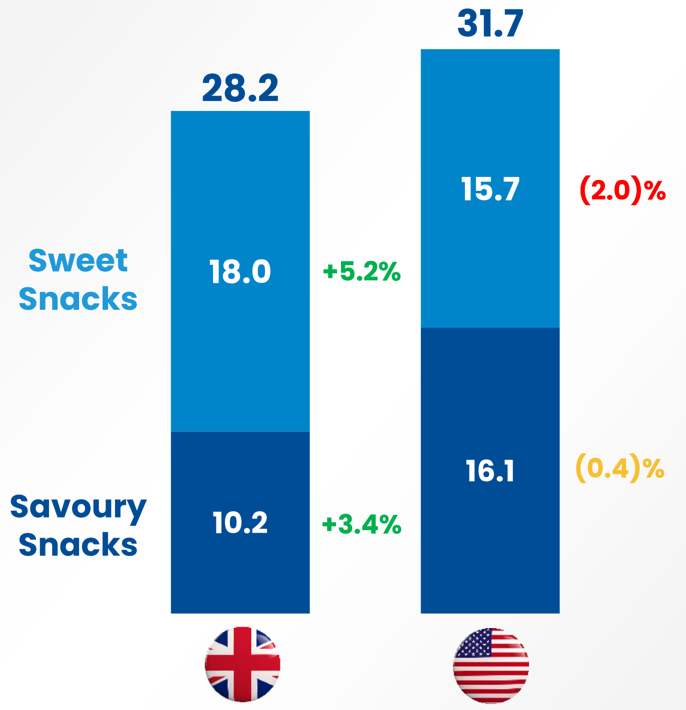
10.2KG per capita consumption per year

Source: UK BOLT Main Study 2Y to end 2023, PGM, Nielsen

And we're confident there is significant headroom to grow the category

Savoury has headroom to grow

Headroom vs. US (per Caps Consumption KGs)

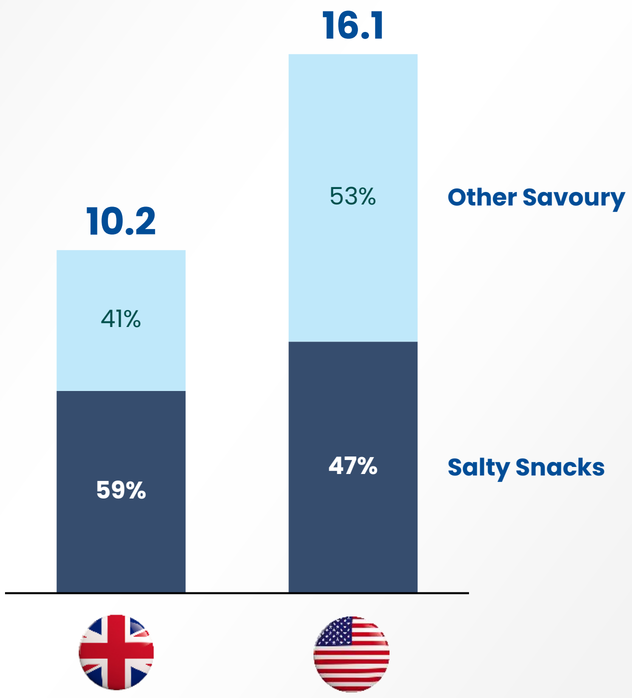


% = YoY growth

Source: Nielsen Total Coverage (inc. Hard Discounters) MAT w.e. 02.12.23

UK weighted towards core snacks

Headroom vs. US (per Caps Consumption KGs)



Source: Kantar Worldpanel (52wk FY)

Scale opportunities outside of the core

Unflavored TC
$3.0B
Category Size
51%
US Share

Nuts & Seeds
$6B
Category Size
5%
US Share

Meat Snacks
$5.0B
Category Size
5%
US Share

F&V Snacks
$0.5B
Category Size
14%
US Share

Source: Circana Unify FY 2023, Meat Snacks = Pork Rinds

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CATEGORY INSIGHTS

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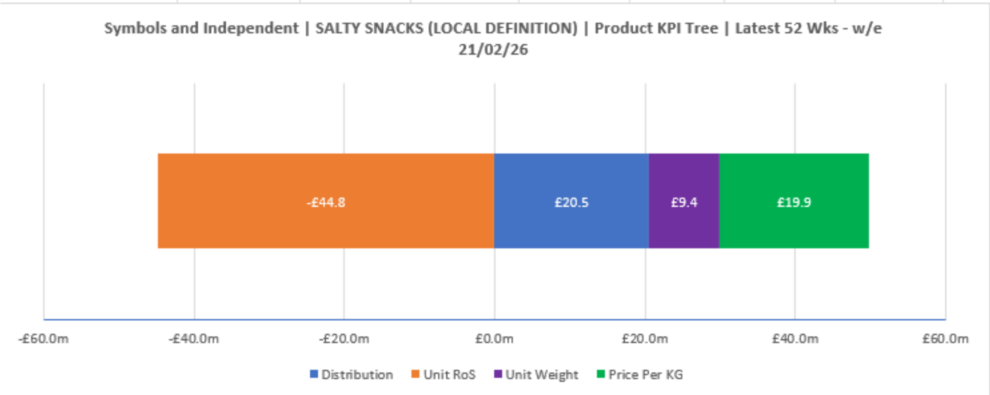
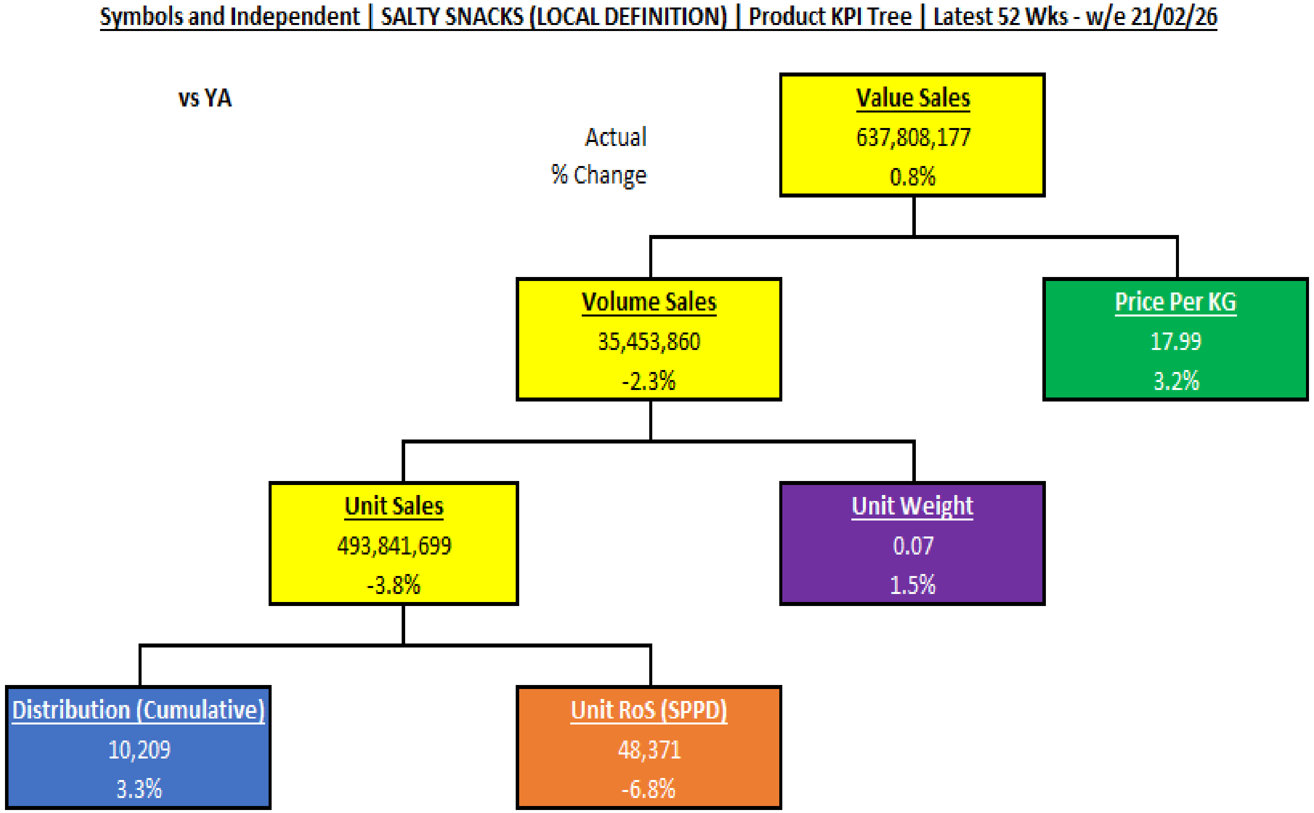
Salty Snacks' +0.8% value growth driven by +3.2% price increase as volume drops by –2.3%

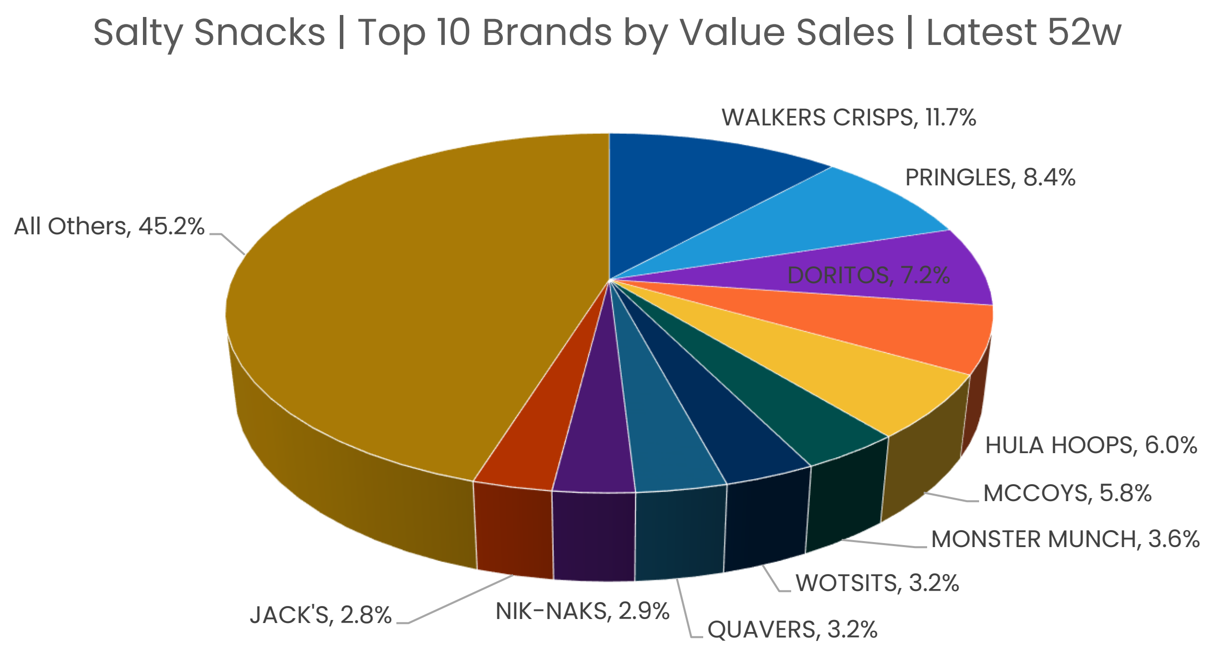
Salty Snacks – Nielsen Crisps Snacks and Nuts Segmentation

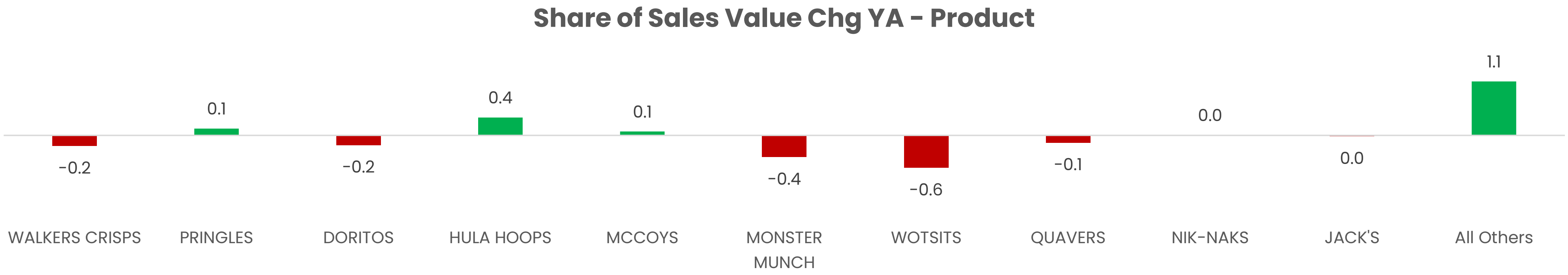




10 Brands account for over half the market

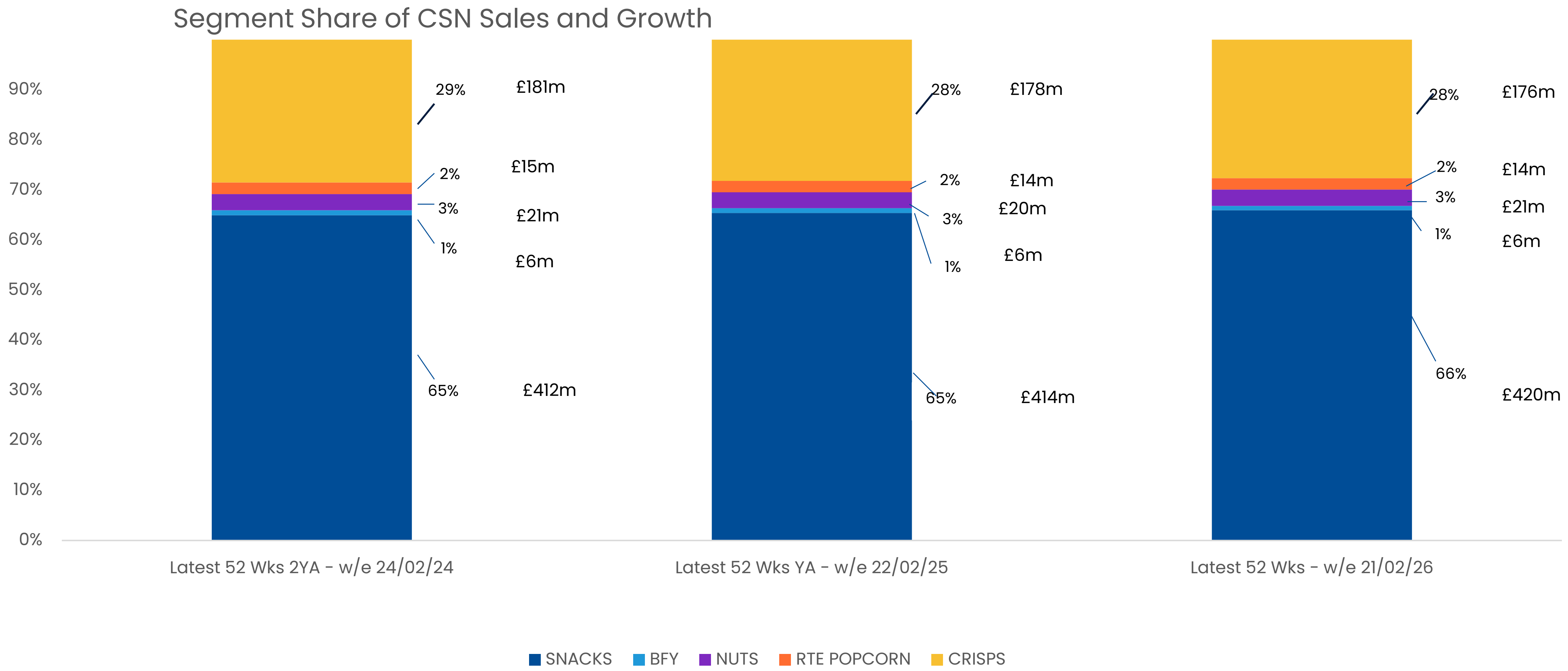
Salty Snacks – Nielsen Crisps Snacks and Nuts Segmentation





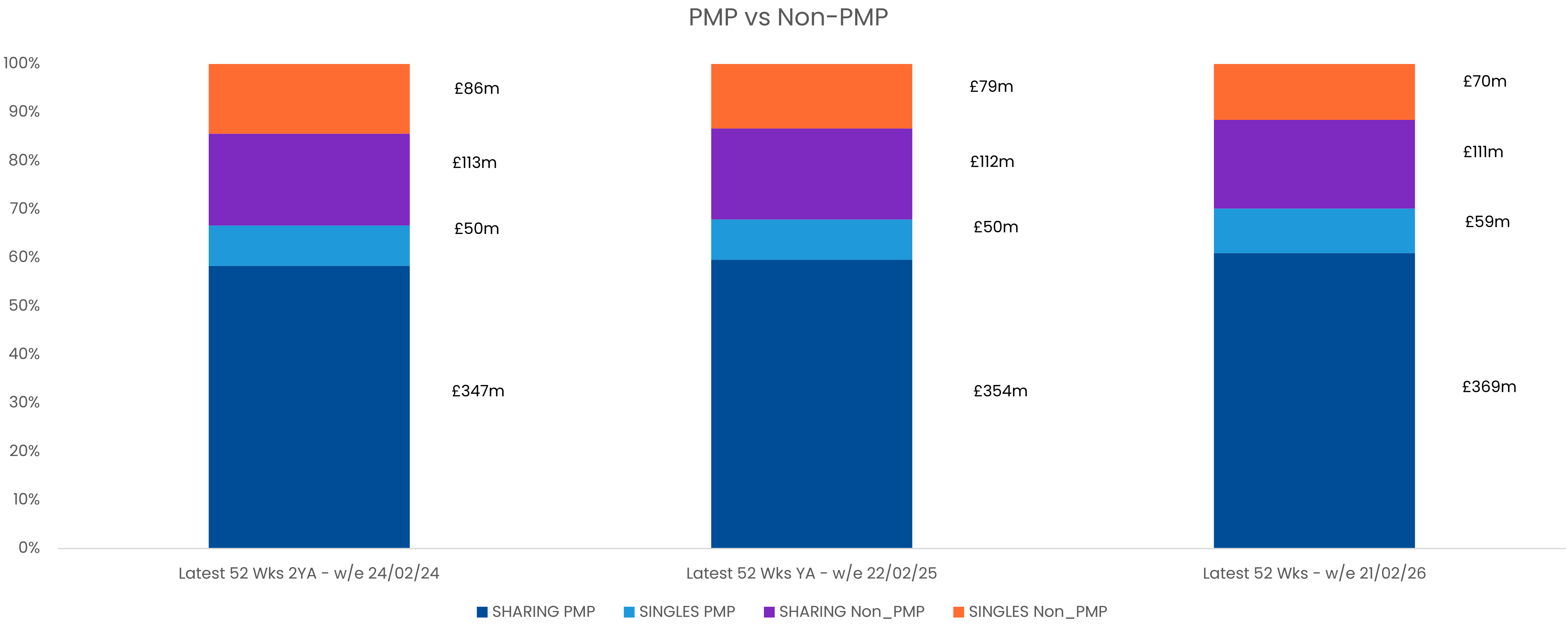
The category is tried and tested - segment shares have remained consistent over the last 3 years with Snacks the largest at £420m followed by Crisps at £176m

- Salty Snacks – Nielsen Crisps Snacks and Nuts Segmentation

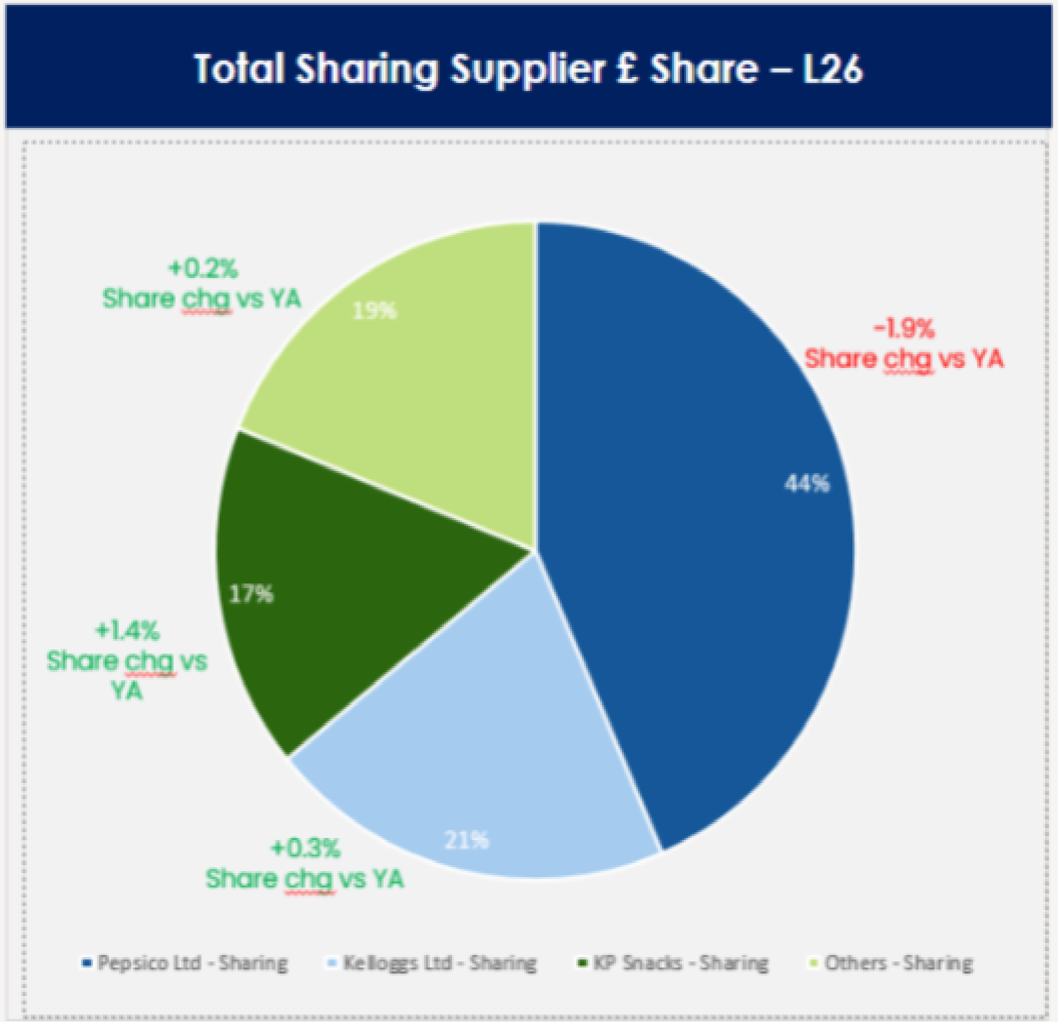


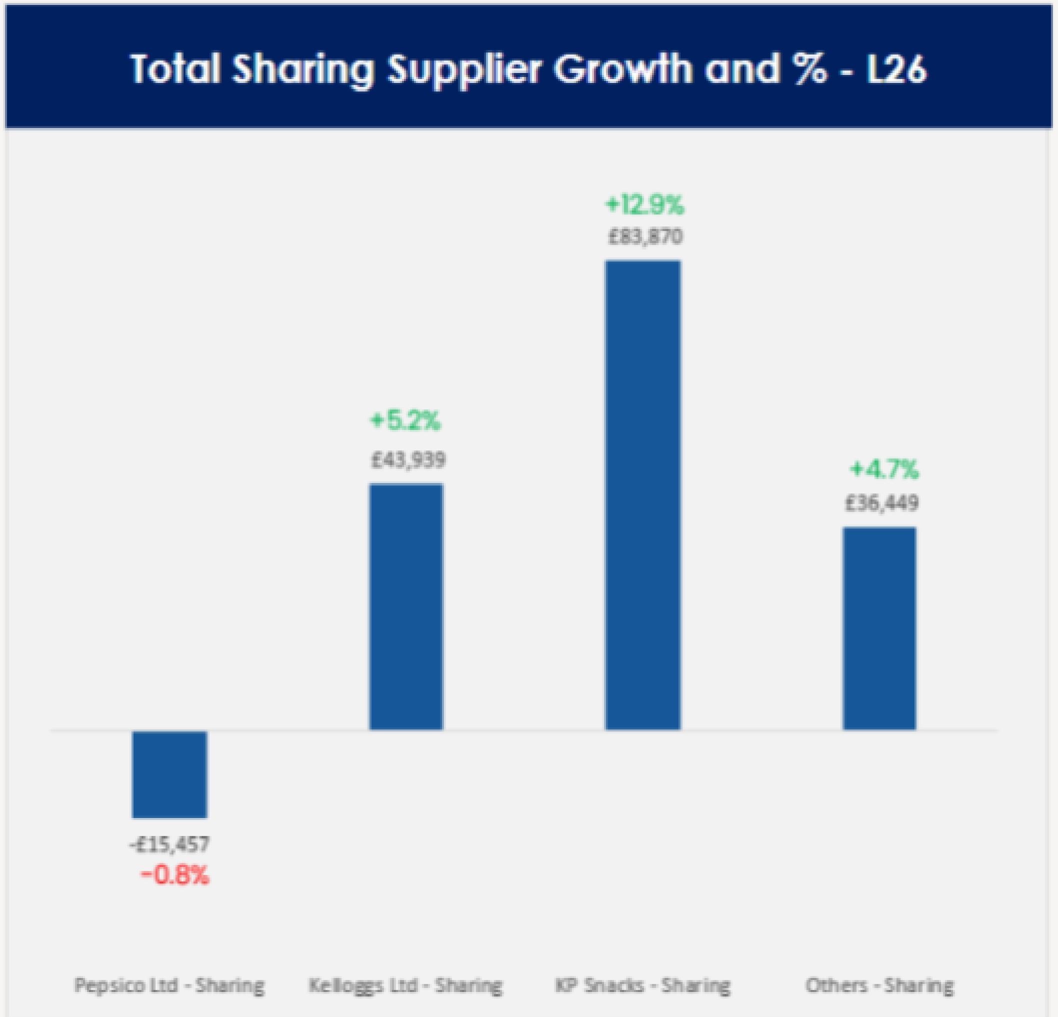
PMP is the bulk of sharing and has grown in importance YoY. PMP Sharing packs account for over half the total of Sharing and Singles combined

- Salty Snacks – Nielsen Crisps Snacks and Nuts Segmentation



KP Snacks gains while PepsiCo loses share and sales in Sharing





Source: IRI w/e 11/01/26

Source: Independents & Symbols Nielsen WE 21/02/26

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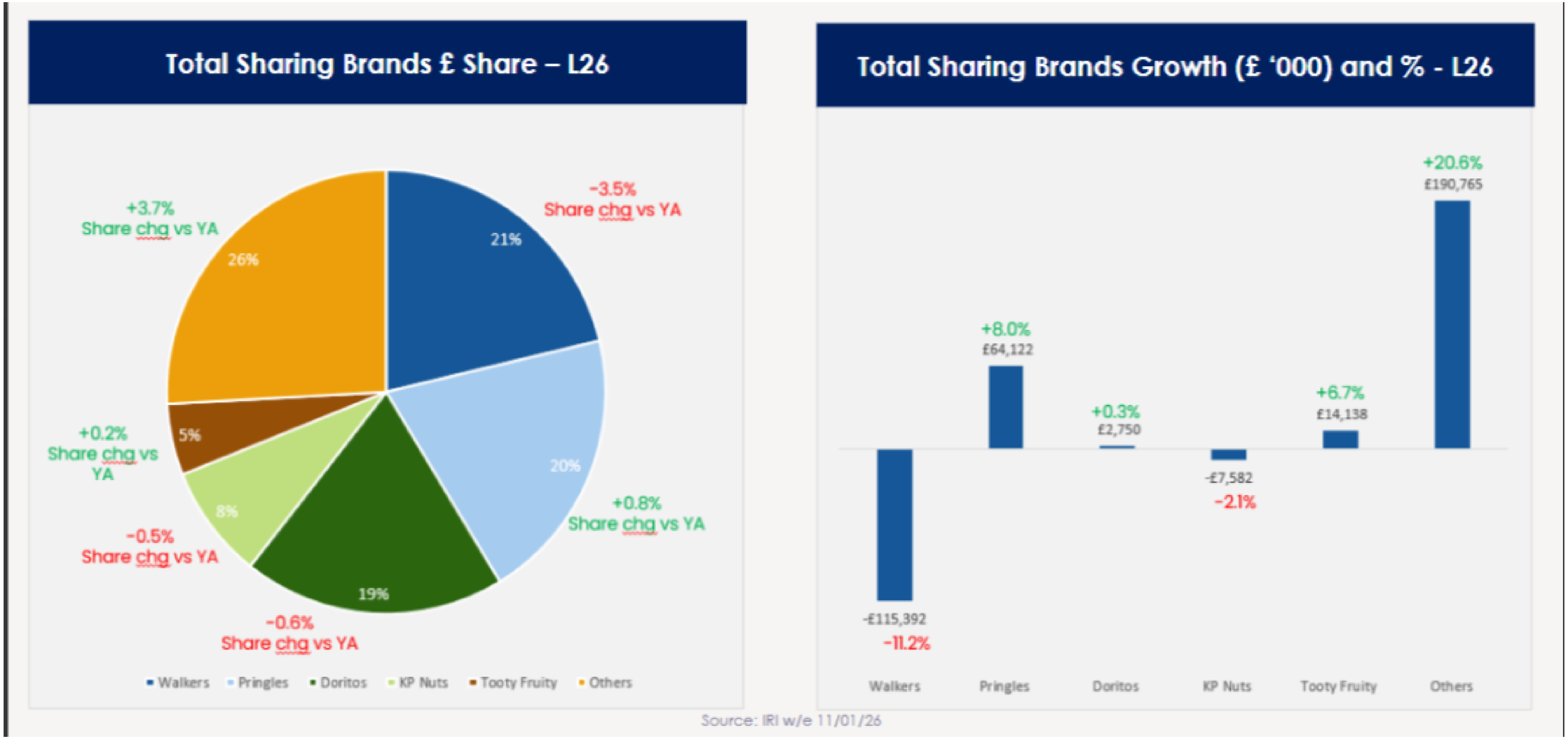
Walkers Drop while Private Label(In Others) gains momentum in Sharing



WHAT TO STOCK

Unlocking the right space for the category will unlock sales growth

Prioritise the Main Fixture 75%

of crisps, snacks, nuts are purchased from the main fixture

Average store contains 71 savoury snack products

Not all Snacks have an equal return

Top 20 of savoury snack products deliver

Over ¼ of the category's value sales

Actions

- **Do focus on freeing up space for best sellers by removing** poor sellers and duplicate products
- **Do review performance regularly** by checking rate of sale and sales value to maximise profits

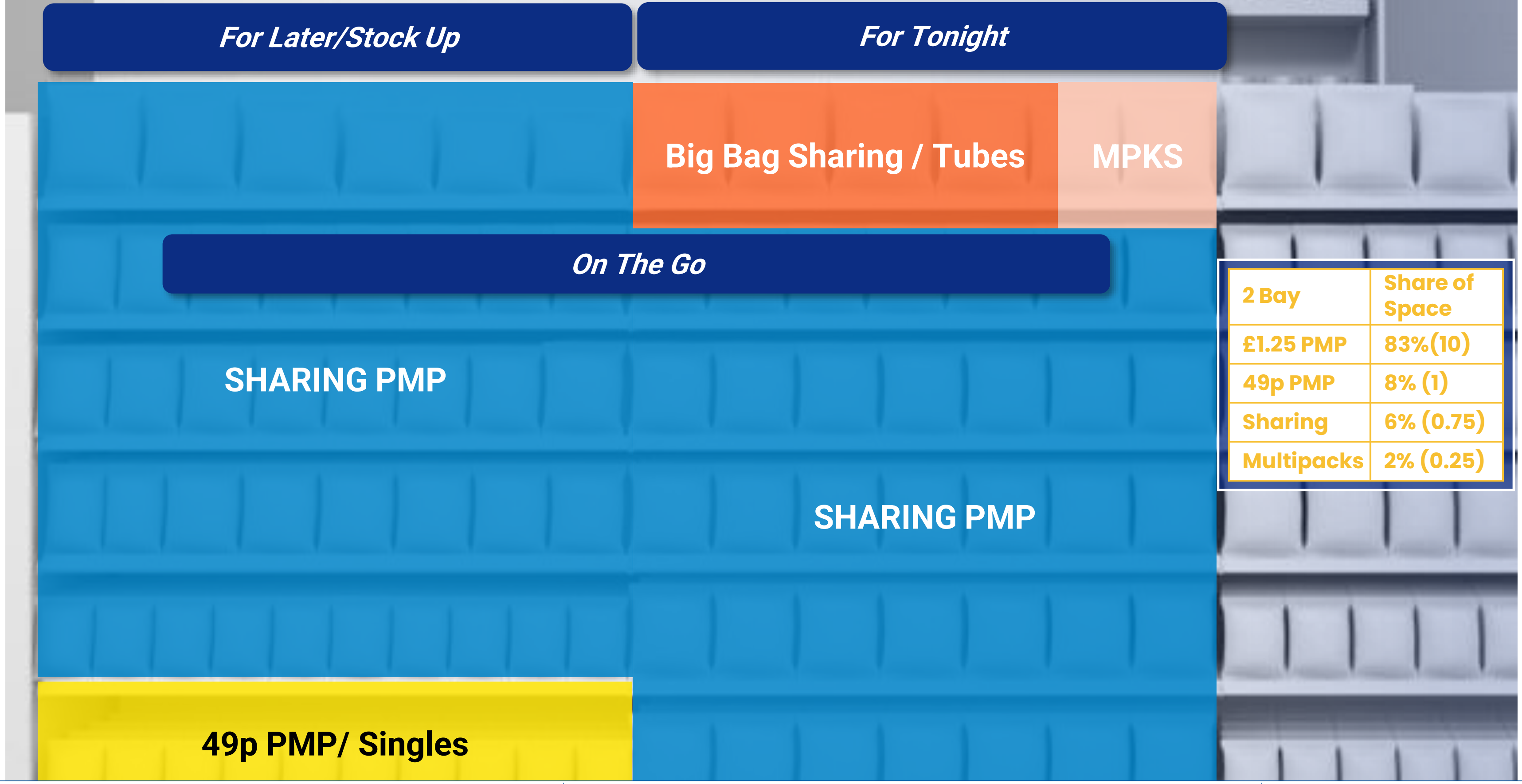
Making It Easy For The Shopper

Clearly block the 3 Missions: **On the Go/ For Tonight/For Later**

On **smaller fixtures** block On the Go horizontally across both bays.

Group products by **Size** & then **Type**

Place **bigger bags, tubes & multipakcs** on top shelves so they have enough height



2 Bay	Share of Space
£1.25 PMP	83%(10)
49p PMP	8% (1)
Sharing	6% (0.75)
Multipacks	2% (0.25)

Place **best sellers at eye level**, value brands on the lower shelves (good/better/best) & Multipacks/Large Sharing at the top

Overlay Flavor with a Spicy cross branded haloing in the centre at eye level including XFH zone

Aid navigation & clear signposting with **brand blocking** for best selling Hero SKU's

25% of CSN sales are purchased away from the main fixture, placing a display in a high traffic location will drive impulse sales

4/10
Purchases planned

6/10
purchases are influenced in Store – Unplanned

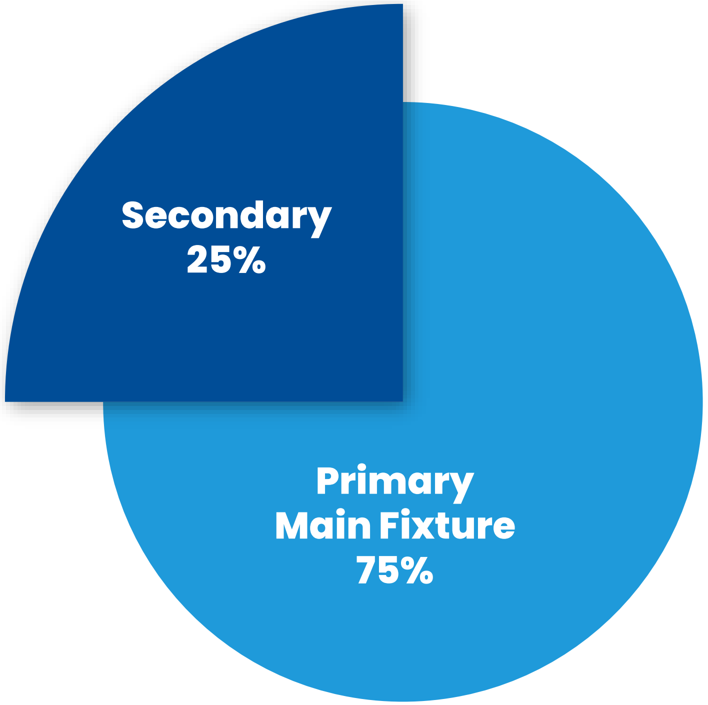
TWICE AS LIKELY
For Indies & Symbols shoppers to buy a snack on impulse

25%
of CSN are purchased from displays around the store

Actions

- **Do use high traffic areas**; Front of Store, for bestselling or high value snack products
- **Do drive cross category purchase** by displaying crisps and snacks with beverages that suit the consumption occasion
- **Do use PEP kit or outlet secondary fixtures** to maximise key consumer occasions e.g Football, Christmas, BBQ

Secondary POI drives ¼ of sales but these are highly incremental



Location

Fulfillment Zone:
Main Aisle

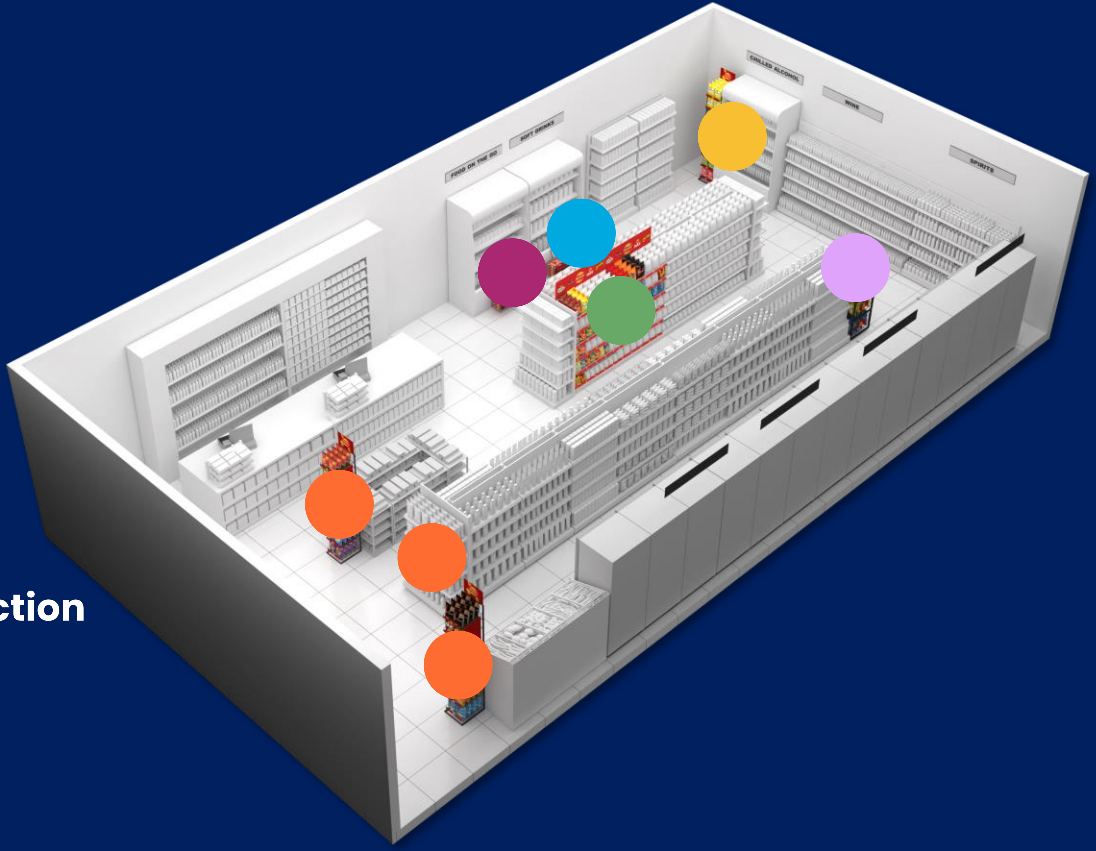
Inspiration Zone:
Soft Drinks

Inspiration Zone:
BWS

Inspiration
Zone:
Food to Go

Fulfillment Zone
Morning/ Bread Section

Front of Store if
applicable
Feature Space



Top 20 Must Stock SKUs in Crisps, Snacks & Nuts

- Salty Snacks – Nielsen Crisps Snacks and Nuts Segmentation

Indies+Sym | RoS Ranking | Latest 12 Wks - w/e 07/03/26