

# Review of NPD in Convenience Stores



The Retail Data  
Partnership Ltd

## INTRODUCTION.

This project looks at new products that have been launched into the convenience store market in 2017 across our database of 2690 stores.

The report is made up of three parts:

1. New products by category.
2. Analysis of the top selling products.
3. NPD Benchmark.

## Report

Highlighted rows in the tables, show the highest performing products within the table, which are then analysed in the graphs on that page.

In the category graphs, the lines with markers are the highest performing products within that category.

Term	Definition
New Product	A product that was released between 1 <sup>st</sup> January & 31 <sup>st</sup> July 2017
Date first advertised	The date the product first appeared in convenience store trade press
Average number of stores per week	The average number of stores selling that product per week from the first sale in any store to the 31 <sup>st</sup> August 2017
Peak stores selling in one week	The largest number of stores to sell the product in one week
Average gross sales	The average gross sales per store across all stores
Average units sold	The average number of products sold per store across all stores
Total Number of Stores Reached	Total number of different stores that a product has been sold in between 1 <sup>st</sup> January and 31 <sup>st</sup> August 2017
% Peak of Total Stores	Percentage peak number of stores
% Average of Total Stores	Percentage average number of stores
% of Stores Sold in	Percentage of stores that sold at least 1 unit of a NPD between 1 <sup>st</sup> January and 31 <sup>st</sup> August 2017
PMP	Price-marked product
ROS	Rate of Sale – Average weekly units sold per store – for stores with sales of the product/category in that week
Ranking	Product ranking based on 'Average weekly number of stores'

## Summary

This report has highlighted the following points as regards the convenience sector and new products:

1. Confectionery & energy drinks are the most popular categories of new products.
2. Wholesale promotions have an influence on the number of stores selling a product.
  - a. On average 80% more shops stocked a given product when wholesaler promotion was active compared when there was no promotion.
    - i. This is calculated by taking any NPD that had wholesaler promotion, calculating the average difference between on and off promotion sales.
3. Price-marked products are popular; if the retailers have the choice, they appear to choose to stock PMP.
  - a. 18.5% of the NPD Products are PMP.
  - b. 100% of the top 10 products and 70% of the top 20 are PMP.
  - c. For the products that had an identical PMP and non-PMP product released at the same time, the PMP were sold on average in 50x more stores.
4. New healthy products don't have much popularity with retailers. This can be seen in both the soft drinks and snacks categories.

### Top 10 NPD Products

Product Description	% Sold in Average Number of Stores Per Week	Total Number of Stores Reached	% of Stores Reached	ROS
Lucozade Energy Blackcurrant Bliss 380 ml PMP	39.6%	2001	74.4%	7.6
Mars M&Ms Peanut & Hazelnut 90 g PMP	32.8%	1802	67.0%	3.7
Lucozade Energy Pineapple 380 ml PMP	30.6%	1580	58.7%	4.6
Cadbury Dairy Milk with Oreo Mint 120 g PMP	29.5%	1635	60.8%	4.1
Cadbury Dairy Milk with Oreo Peanut Butter 120 g PMP	26.7%	1609	59.8%	3.1
Oasis Sour Apple Cherry 500 ml PMP	26.1%	1640	61.0%	4.4
Maynards Bassetts Wine Gums Tangy 165 g PMP	24.0%	1748	65.0%	3.5
Monster Hydro Mean Green 550 ml PMP	22.9%	1734	64.5%	4.3
Monster Hydro Tropical Thunder 550 ml PMP	20.7%	1510	56.1%	4.4
Rockstar Revolt Killer Citrus 500 ml PMP	20.3%	1391	51.7%	3.2

### Categories

Category	% of Stores Sold in	ROS
Energy Drinks	90.8%	5.1
Alcohol	73.5%	2.2
Soft Drinks	87.2%	4.4
Confectionery	93.2%	3.8
Snacks	77.3%	3.5
Biscuits & Cake	48.2%	4.5

# New Products by Category

*Contact us if you'd like details of YOUR products' NPD performance in the independent Convenience sector. This report provides just a sub-sub-set.*

Ranking	Product Description	Average weekly number of stores	% Average weekly number of stores	Total No. Of Stores Reached	% of Stores Reached	ROS (↑,↓,→, against category ROS)
<b>Energy Drinks</b>						
1.	Lucozade Energy Blackcurrant Bliss 380 ml PMP	1065	39.6%	2001	74.4%	9.0↑
2.	Lucozade Energy Pineapple 380 ml PMP	824	30.6%	1580	58.7%	4.6↓
3.	Monster Hydro mean green 550 ml PMP	615	22.9%	1734	64.5%	4.5↓
4.	Monster Hydro tropical thunder 550 ml PMP	558	20.7%	1510	56.1%	3.3↓
5.	Rockstar Revolt Killer Citrus 500 ml PMP	547	20.3%	1391	51.7%	3.4↓
6.	Rockstar Revolt Killer Cooler 500 ml PMP	499	18.6%	1318	49.0%	3.0↓
7.	Monster Hydro manic melon 550 ml PMP	206	7.66%	529	19.7%	3.3↓
8.	Carabao Energy Drink Sugar Free Green Apple 330 ml PMP	83	3.09%	371	13.8%	2.4↓
9.	Boost Sport Citrus 500 ml PMP	54	2.01%	172	6.4%	6.3↑
10.	Monster Ultra Citron 500 ml	14	0.52%	100	51.7%	3.1↓
	Monster Hydro manic melon 550 ml	11	0.41%	42		
	Monster Hydro mean green 550 ml	10	0.37%	37		
	Monster Hydro tropical thunder 550 ml	8	0.30%	22		
	Carabao Energy Drink Sugar Free Green Apple 330 ml	7	0.26%	21		
	Moose Juice Extreme Energy Mojito 250 m			8		
	Lucozade Energy Zero Original 380 ml PMP	1	0.04%	6		
	Lucozade Energy Zero Original 500 ml	1	0.04%	5		
<b>Alcohol</b>						
1.	Bud Light 4 x 500ml PMP	320	11.9%	1513	56.2%	1.9↓
2.	Bud Light 10 x 440ml	117	4.35%	800	29.7%	1.6↓
3.	Bud Light 4 x 500ml can	36	1.34%	163	6.1%	4.4↑
4.	Smirnoff Cider Mandarin & Pink Grapefruit 500 ml	92	3.42%	430	16.0%	2.4↑
5.	Absolut Mixt Blueberry & Lime 250 ml	30	1.12%	84	3.1%	2.2→
6.	Bud Light 4 x 440ml	9	0.33%	61	2.3%	3.0↑
7.	Desperados Dos Tequila 3 x 250 ml	26	0.97%	142	5.3%	1.8↓
8.	Smirnoff Cider Raspberry & Pomegranate 10 x 330 ml	23	0.86%	135	26.6%	1.8↓
9.	Absolut Mixt Cloudberry & Apple 250 ml	21	0.78%	66	2.5%	1.8↓
10.	Smirnoff Cider Passion fruit & Lime 10 x 330 ml	18	0.67%	109	4.1%	1.4↓

	Jack Daniels Lynchburg Lemonade 330 ml	8	0.30%	46		
	Old Mout Cider Strawberry & Pomegranate 10 x 330 ml	8	0.30%	42		
	Bulmer's Orchard Pioneers Red Apple 500 ml	7	0.26%	54		
	Bulmer's Orchard Pioneers Cloudy Apple 500 ml	6	0.22%	49		
	Old Mout Cider Kiwi & Lime 10 x 330 ml	6	0.22%	58		
	Old Mout Cider Apple & Passion Fruit 10 x 330 ml	5	0.19%	37		
	Jameson Irish Whiskey Classic Cola 250 ml	4	0.15%	16		
	Jameson Irish Whiskey Ginger & Lime 250 ml	4	0.15%	30		
	Absolut Lime 700 ml	2	0.07%	12		
	Crooked Beverage Co. Dayglo Skies Raspberries & Lime 330 ml	2	0.07%	5		
	Crooked Beverage Co. Midnight Stage Blood Orange & Passion Fruit 330 ml	2	0.07%	5		
	Crooked Beverage Co. Mother moon Peach & Pomegranate 330 ml	1	0.04%	2		
	Gordon's Pink Gin 700 ml	1	0.04%	6		
	Thatcher's Stan's Barrel Roller 330 ml	1	0.04%	2		
	<b>Soft Drinks</b>					
1.	Oasis Sour Apple Cherry 500 ml PMP	702	26.1%	1640	61.0%	4.4→
2.	Oasis Sour Kiwi Apple 500 ml PMP	538	20.0%	1399	52.0%	2.8↓
3.	Vimto Remix Raspberry, Orange & Passionfruit 500 ml	517	19.2%	1450	53.9%	6.6↑
4.	Irn Bru Xtra 2000 ml PMP	238	8.85%	738	27.4%	5.5↑
5.	Pepsi Max Ginger 330 ml PMP	130	4.83%	454	16.9%	3.4↓
6.	Pepsi Max Ginger 600 ml	64	2.38%	232	8.6%	3.1↓
7.	Robinson's Refresh'd Apple & Kiwi 500 ml PMP	62	2.30%	277	10.3%	3.0↓
8.	Robinson's Refresh'd Orange & Lime 500 ml	44	1.64%	143	5.3%	2.2↓
9.	Robinson's Refresh'd Raspberry & Apple 500 ml	44	1.64%	131	4.9%	3.0↓
10.	Vimto Vim2o 500 ml	36	1.34%	133	4.9%	4.9↑
	Rio Tropical Light 500 ml	32	1.19%	80		
	Coca Cola Coca Cola Zero Sugar Vanilla 500 ml PMP	19	0.71%	89		
	Glacéau Smartwater Lemon 600 ml	18	0.67%	50		
	Pepsi Max Ginger 330 ml	15	0.56%	64		
	Perrier Sparkling Mineral Water Lemon 500 ml	14	0.52%	51		
	Robinson's Refresh'd Apple & Kiwi 500 ml	12	0.45%	45		
	Glacéau Smartwater Green Apple 600 ml	11	0.41%	31		
	Irn Bru Xtra 330 ml	11	0.41%	48		

	Perrier Sparkling Mineral Water Green Apple 500 ml	9	0.33%	27		
	Bottle Green Sparkling Infusions Raspberry & Pomegranate 250 ml	8	0.30%	17		
	Coca Cola Coca Cola Zero Sugar Vanilla 330 ml PMP	8	0.30%	27		
	Pepsi Max Ginger 2 l	5	0.19%	14		
	Bottle Green Sparkling Infusions Elderflower 250 ml	4	0.15%	15		
	Bottle Green Sparkling Infusions Coconut 250 ml	3	0.11%	10		
	Sparkling Ice Cloudy Lemon 500 ml	3	0.11%	11		
	Feel Good Infusions Lemon & Elderflower 400 ml	2	0.07%	11		
	Naked Pressed Bright Greens 250 ml	2	0.07%	12		
	Feel Good Infusions Strawberry & Mint 400 ml	1	0.04%	2		
	Folkington's Tonic Water 8 x 150 ml	1	0.04%	1		
	Innocent Super Juice Apple, Pear & Cucumber 750 ml	1	0.04%	1		
	Innocent Super Juice Apple, Pear & Cucumber 360 ml	1	0.04%	1		
	Innocent Super Juice Oranges & Blood Oranges 360 ml	1	0.04%	1		
	Innocent Super Juice Oranges & Blood Oranges 750 ml	1	0.04%	1		
	Naked Pressed Bold Beet 600 ml	1	0.04%	1		
	Naked Pressed Bright Greens 600 ml	1	0.04%	1		
	Naked Pressed Lively Carrot 250 ml	1	0.04%	5		
	Vita Coco Coconut Water 750 ml	1	0.04%	1		
	<b>Confectionery</b>					
1.	Mars M&Ms Peanut & Hazelnut 90 g PMP	883	32.8%	1802	67.0%	4.0↑
2.	Cadbury Dairy Milk with Oreo Mint 120 g PMP	794	29.5%	1635	60.8%	4.1↑
3.	Cadbury Dairy Milk with Oreo Peanut Butter 120 g PMP	718	26.7%	1609	59.8%	3.1↓
4.	Maynards Bassetts Wine Gums Tangy 165 g PMP	645	24.0%	1748	65.0%	3.6↓
5.	Mars Choc Brownie 51g PMP	173	6.43%	533	19.8%	5.4↑
6.	Mars Choc Brownie 4 pack PMP	124	4.61%	533	19.8%	5.1↑
7.	Nestle Polo Pots Original 66 g	121	4.50%	735	27.3%	1.5↓
8.	Nestle Polo Pots Sugar Free 66 g	84	3.12%	564	21.0%	1.4↓
9.	Nestle Polo Pots Sugar Free Extra Strong 66 g	76	2.83%	528	19.6%	1.4↓
10.	Haribo Chamallows Smurfs Family 140 g PMP	66	2.45%	271	10.1%	2.2↓
	Maynards Bassetts Jelly Babies Tropical 165 g	45	1.67%	110		
	Nestle KitKat Bites Peanut Butter 104 g	44	1.64%	206		
	Haribo Smurfs 140 g	32	1.19%	137		

	Cadbury Dairy Milk with Oreo Peanut Butter 120 g	28	1.04%	121		
	Cadbury Dairy Milk with Oreo Mint 120 g	27	1.00%	132		
	Mentos Mix on the Beach 37.5 g	27	1.00%	95		
	Wrigley Skittles Fruits and Sours 55 g	18	0.67%	67		
	Wham Bamz Sour Raspberry, Cola, Apple & Lemon 38 g	17	0.63%	63		
	Wrigley Skittles Fruits and Sours 174 g	13	0.48%	66		
	Maynards Bassetts Wine Gums Tangy 165 g	11	0.41%	71		
	Mars M&Ms Peanut & Hazelnut 128 g	10	0.37%	33		
	Starburst Very Berry Strawberry, Raspberry, Blueberry & Cranberry 192 g	8	0.30%	37		
	Haribo Maoam Crazy Roxx 170 g	5	0.19%	28		
	Kinder Bueno Mini 86.4 g	3	0.11%	14		
	Mars Choc Brownie 4-pack	2	0.07%	5		
	Mars Choc Brownie 51g	2	0.07%	4		
	Tic tac Mixers Pina Colada Coconut and Pineapple 18 g	1	0.04%	2		
	Tic tac Mixers Pina Colada Coconut and Pineapple 49 g	1	0.04%	1		
	<b>Snacks</b>					
1.	Walkers Sharing Pack Cheese & Onion 175 g	446	16.6%	1775	66.0%	4.4↑
2.	Walkers Sharing Pack Ready Salted 175 g	440	16.4%	1746	64.9%	3.2↓
3.	Walkers Sharing Pack Salt & Vinegar 175 g	335	12.5%	1518	56.4%	2.8↓
4.	Walkers Max Salt & Malt Vinegar 50 g	241	8.96%	1060	39.4%	4.0↑
5.	Walkers Sharing Pack Prawn Cocktail 175 g	191	7.10%	918	34.1%	3.6↑
6.	Walkers Sensations Poppadum's Mango & Red Chilli Chutney 82.5 g	63	2.34%	145	5.4%	4.5↑
7.	McCoy's Chips Salt & Vinegar 6 x 25 g	60	2.23%	18	0.7%	3.3↓
8.	Walkers Max BBQ Pulled Pork 50 g	60	2.23%	329	12.2%	4.3↑
9.	Walkers Sensations Chargrilled Steak & Chimichurri 150 g	42	1.56%	131	4.9%	3.3↓
10.	Doritos Heatburst BBQ 162 g	34	1.26%	203	7.54%	2.1↓
	Doritos Heatburst Chipotle Cream 162 g	34	1.26%	199		
	Walkers Oven Baked Fusions Cheddar & Red Pepper 35 g	20	0.74%	42		
	Walkers Sensations Japanese Sweet Wasabi & Ginger 150 g	20	0.74%	67		
	Walkers Oven Baked Fusions Spicy Tomato & Herbs 35 g	18	0.67%	44		
	Jacob's Mini Cheddars Red Leicester 7 x 25 g	10	0.37%	23		
	Jacob's Mini Cheddars Stilton 7 x 25 g	10	0.37%	21		
	McCoy's Chips Sea Salted 6 x 25 g	9	0.34%	33		



	Jacob's Mini Cheddars Smoked Applewood 7 x 25 g	8	0.30%	19		
	Jacobs Cracker Crisps Mature Cheddar Ploughman's 150 g	7	0.26%	19		
	Jacobs Cracker Crisps Roast Chicken, Thyme & Lemon 150 g	5	0.19%	15		
	McCoy's Chips Curry Sauce 125 g	5	0.19%	19		
	McCoy's Chips Curry Sauce 6 x 25 g	4	0.15%	15		
	Burt's Quinoa Crinkles West Country Cream Cheese 20 g	2	0.07%	8		
	Eat Real Organic Hummus Chips Sea Salt 100 g	2	0.07%	3		
	Eat Real Organic Lentil Chips Sea Salt 100 g	2	0.07%	4		
	Eat Real Organic Veggie Straws Sea Salt 100 g	2	0.07%	5		
	Burt's Quinoa Crinkles Sweet Pepper & Chorizo	1	0.04%	4		
	Fairfield's Farm Tortillas Jalapeno & Lime 125 g	1	0.04%	1		
	Fairfield's Farm Tortillas Nacho Cheese 125 g	1	0.04%	1		
	<b>Biscuits &amp; Cakes</b>					
1.	Cadbury Roundie Milk Chocolate 30 g PMP	160	5.95%	928	34.5%	13.5↑
2.	McVitie's Digestives Nibbles Chocolate 37 g	33	1.23%	135	5.0%	2.4↓
3.	McVitie's Mini Caramel Crispies 300 g	33	1.23%	54	2.0%	1.7↓
4.	Oreo Thins Vanilla 96 g	33	1.23%	173	6.4%	2.8↓
5.	McVitie's Digestives Nibbles Caramel 37 g	27	1.00%	124	4.6%	2.5↓
6.	McVitie's Milk Choc Teacakes 210 g	27	1.00%	55	2.0%	1.6↓
7.	Oreo Thins Chocolate 96 g	26	0.97%	142	5.3%	2.5↓
8.	Cadbury Roundie Milk Chocolate 30 g	17	0.63%	75	2.8%	8.3↑
9.	McVitie's Digestives Thins Milk Chocolate 180 g	5	0.19%	33	1.2%	2.7↓
10.	McVitie's Digestives Thins Dark Chocolate 180 g	4	0.15%	23	0.9%	2.3↓
	McVitie's Digestives Thins Milk Chocolate Cappuccino 180 g	2	0.07%	11		
	Mrs. Crimble's Cake Bar Chocolate 50 g	2	0.07%	2		
	Nakd Cocoa Coconut 35 g	2	0.07%	2		
	Mrs. Crimble's Cake Bar Jammy Sponge 50 g	1	0.04%	2		
	Oreo Thins Vanilla 48 g PMP	1	0.04%	1		
	Penguin Mini 6 x 25 g	1	0.04%	4		

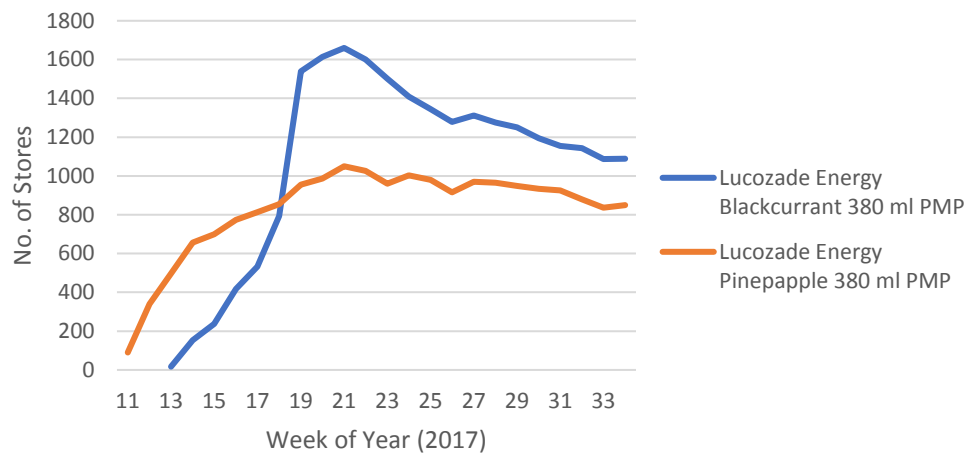
# Analysis of Top-Selling New Products

*Contact us if you'd like details of YOUR  
products' NPD performance in the  
independent Convenience sector. This  
report provides just a sub-sub-set.*

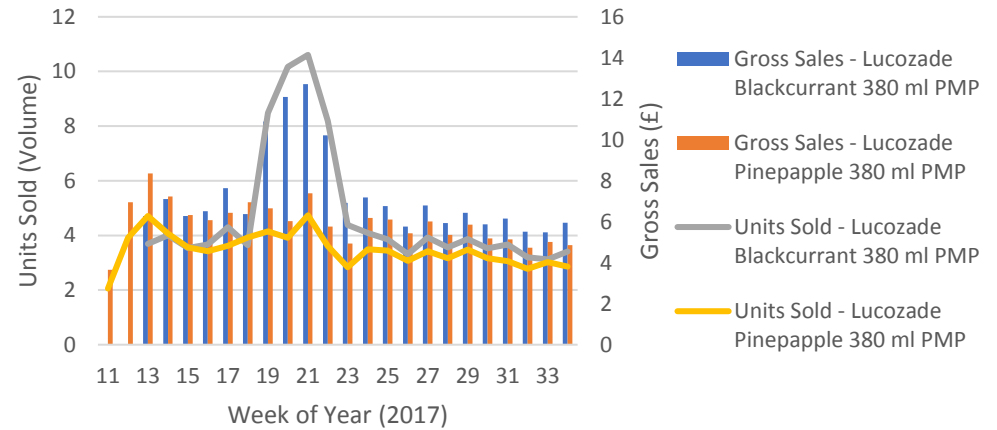
## LUCOZADE ENERGY BLACKCURRANT & PINEAPPLE AND ZERO ORIGINAL

Product name	Date First Advertised	Peak Stores Selling in One Week	Advert to Peak	% Peak of Total Stores	Average Weekly No. of Stores	Advert to Average	% Average of Total Stores
Lucozade Blackcurrant 380ml PMP	17/03/2017	1660	10 weeks	61.7%	1065	8 weeks	39.6%
Lucozade Pineapple 380ml PMP	17/03/2017	1050	10 weeks	39.0 %	824	7 weeks	30.6%
Lucozade Zero Original 380ml PMP	15/02/2017	2	23 weeks	0.07%	1	10 weeks	0.1%
Lucozade Zero Original 500ml	15/02/2017	3	24 weeks	0.11%	1	4 weeks	0.05%

### Number of Stores selling product per week

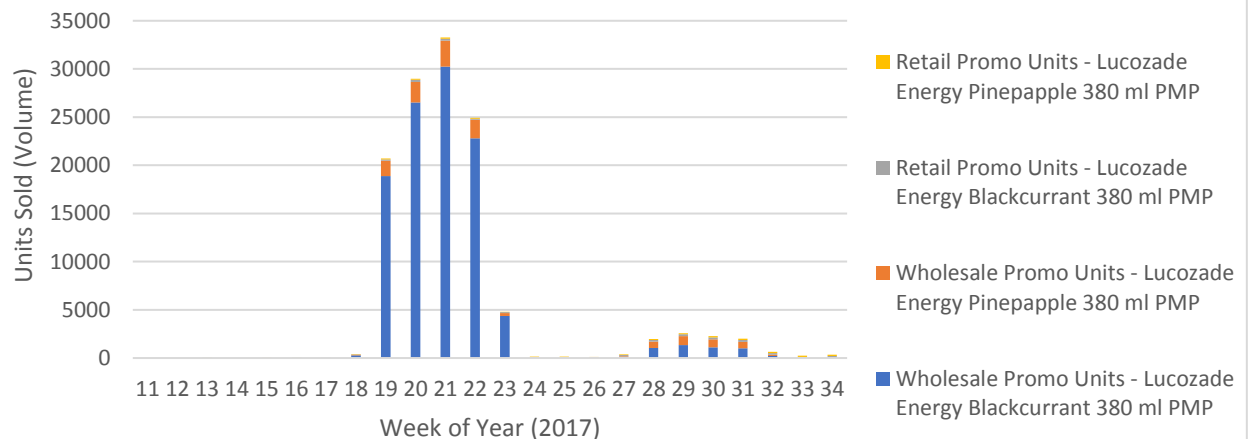


### Average Gross Sales & Units per Store



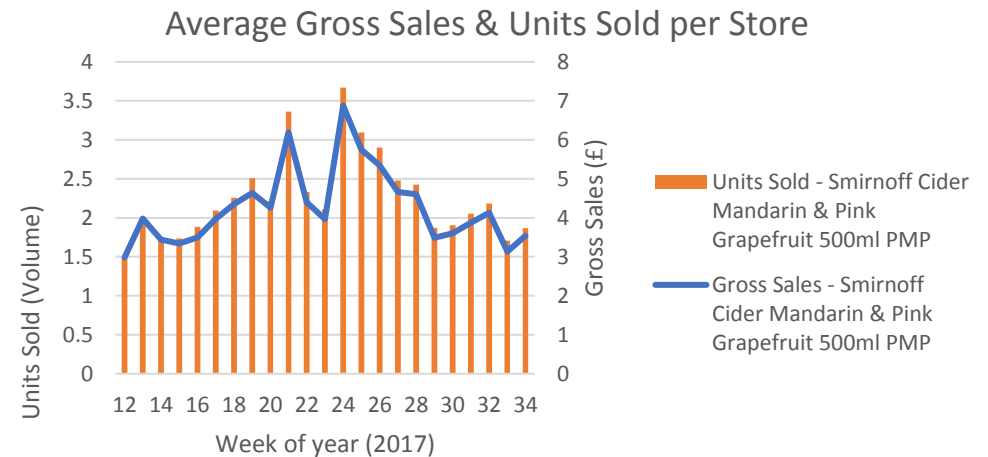
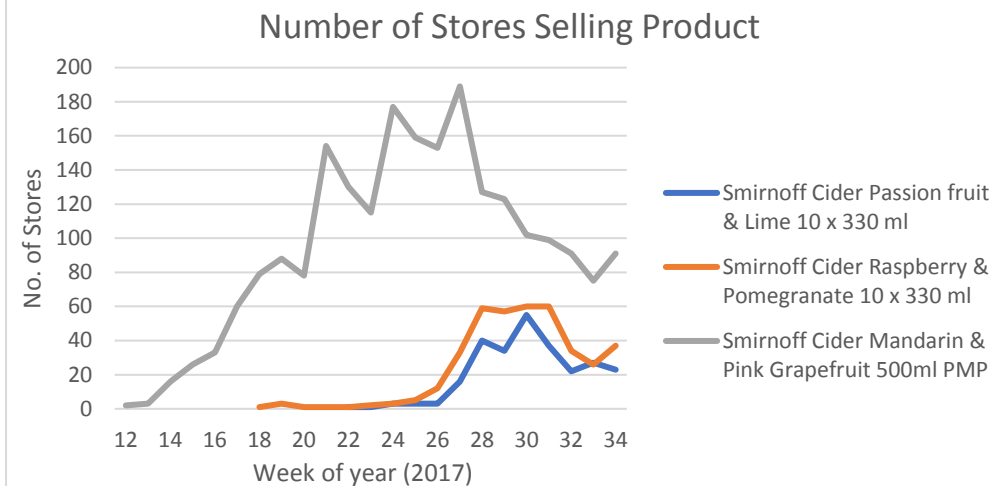
- Wholesaler promotion in May increased store uptake, gross sales and units sold of Lucozade Energy Blackcurrant.
- Lucozade Zero Original was released in February, it had little impact in the c-stores, it was only sold in a maximum of 2 stores in one week.
- Booker are currently not selling Lucozade Zero Original, which is likely to be the cause of its low uptake.

### Units Sold on Wholesale & Retail Promotions

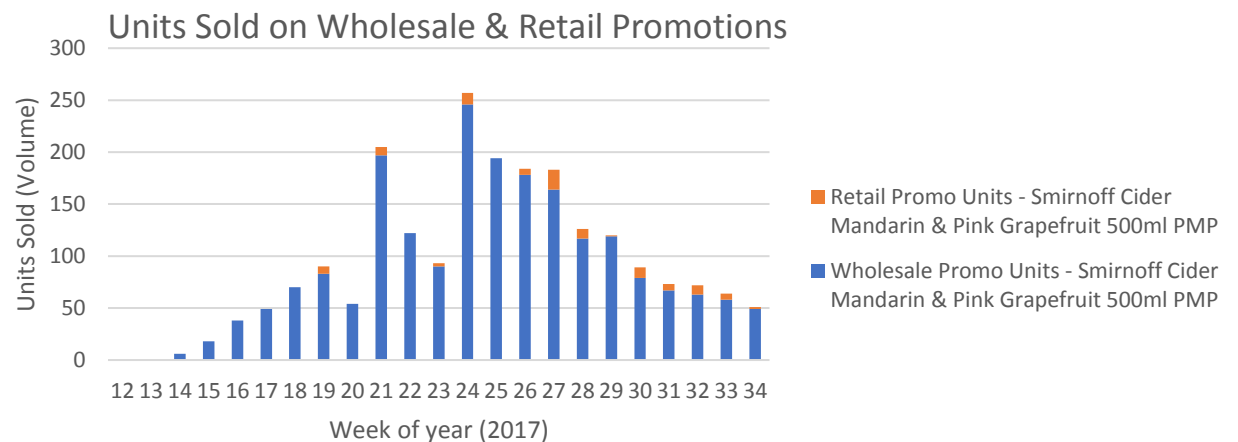


## SMIRNOFF CIDER

Product name	Date First Advertised	Peak Stores selling in One Week	Advert to Peak	% Peak of Total Stores	Average Weekly No. of Stores	Advert to Average	% Average of Total Stores
Smirnoff Cider Passion fruit & Lime 10 x 330 ml	14/03/2017	55	19 weeks	2.04%	18	17 weeks	0.67%
Smirnoff Cider Raspberry & Pomegranate 10 x 330 ml	14/03/2017	60	19 weeks	2.23%	23	16 weeks	0.84%
Smirnoff Cider Mandarin & Pink Grapefruit 500ml PMP	14/03/2017	189	16 weeks	7.03%	92	10 weeks	3.42%

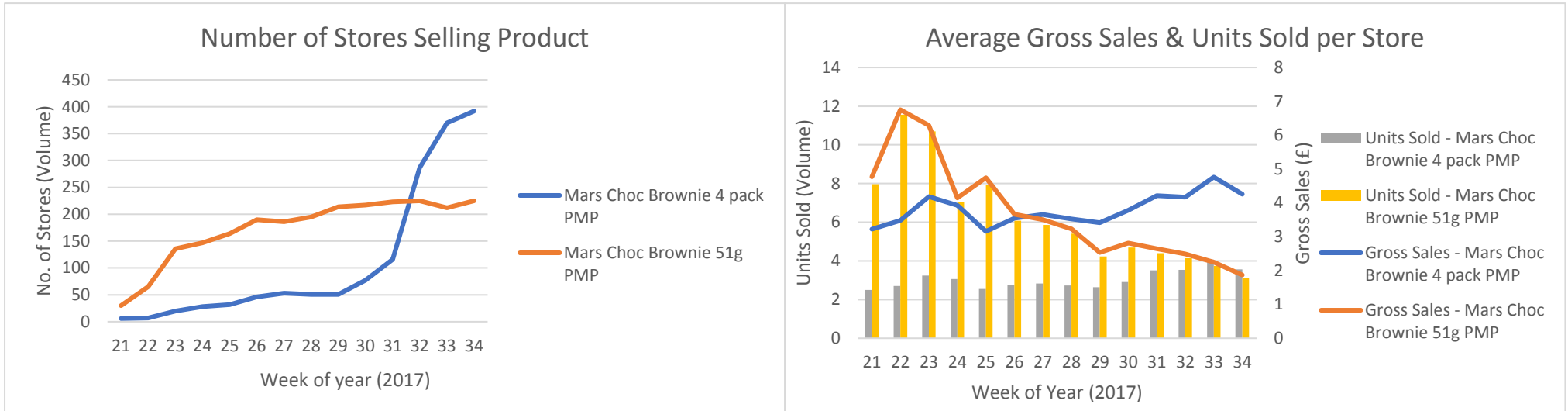


- Wholesale promotions appear to impact the average gross sales, units sold and number of stores selling the product.

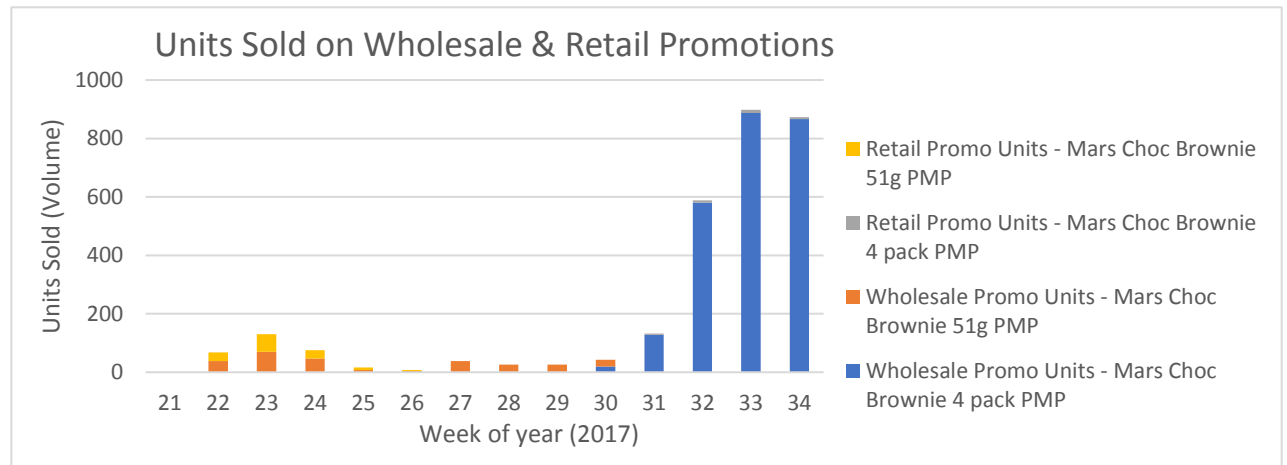


## MARS CHOC BROWNIE

Product name	Date First Advertised	Peak Stores Selling in One Week	Advert to Peak	% Peak of Total Stores	Average Weekly No. of Stores	Advert to Average	% Average of Total Stores
Mars Brownie 4-pack	09/05/2017	2	5 weeks	0.07%	2	5 weeks	0.06%
Mars Brownie 4-pack PMP	09/05/2017	392	15 weeks	14.6%	124	13 weeks	4.61%
Mars Choc Brownie 51g	09/05/2017	3	5 weeks	0.11%	1	5 weeks	0.07%
Mars Choc Brownie 51g PMP	09/05/2017	225	13 weeks	8.36%	173	7 weeks	6.45%

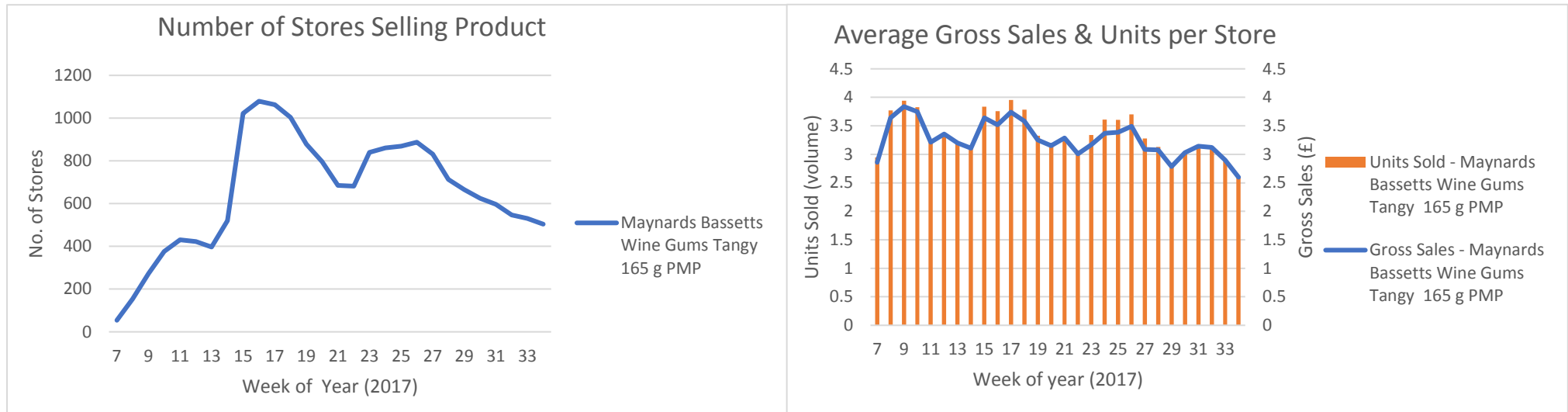


- Wholesale promotions in August increased the number of stores selling 4-packs.
- PMPs have been considerably more popular with retailers than the unmarked packs.
- The 4-pack product has had more success than the individual packs.



## MAYNARDS BASSETTS WINE GUMS TANGY

Product name	Date First Advertised	Peak Stores Selling in One Week	Advert to Peak	% Peak of Total Stores	Average Weekly No. of Stores	Advert to Average	% Average of Total Stores
Maynards Bassetts Wine Gums Tangy 165 g	13/02/2017	29	10	1.08%	11	10	0.41%
Maynards Bassetts Wine Gums Tangy 165 g PMP	13/02/2017	1079	9	40.1%	645	9	24.0%

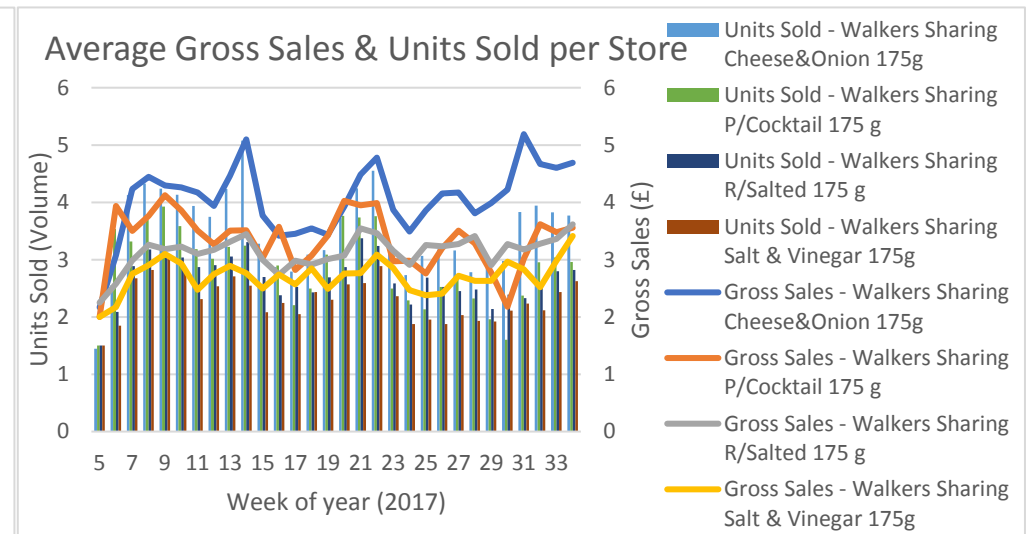
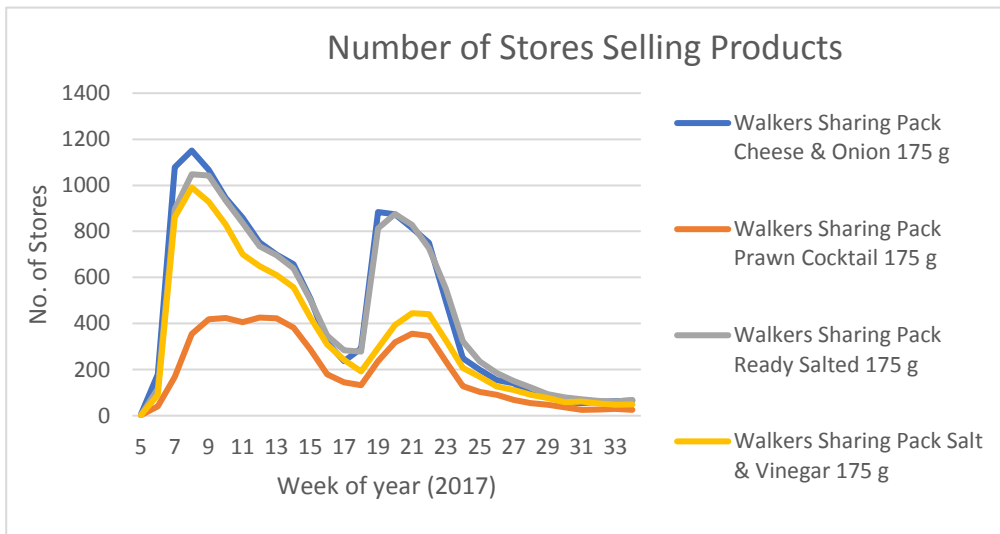


- Wholesale promotions have a visible impact on the number of stores selling the PMP.
- The PMP is considerably more popular than the product without price-marking, reaching more than 30x more stores.
- Average gross sales and units sold appear to have a slight downward trend.

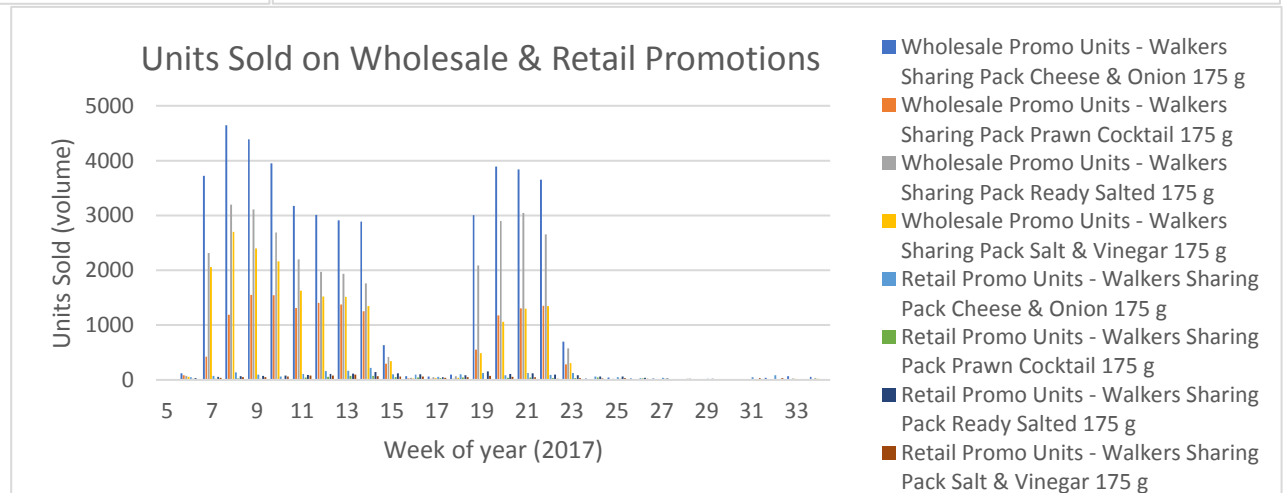


## WALKERS SHARING PACK

Product name	Date First Advertised	Peak Stores Selling in One Week	Advert to Peak	% Peak of Total Stores	Average Weekly No. of Stores	Advert to Average	% Average of Total Stores
Walkers Sharing Pack Cheese & Onion 175 g	20/01/2017	1151	6 weeks	42.8%	446	5 weeks	16.6%
Walkers Sharing Pack Prawn Cocktail 175 g	20/01/2017	426	9 weeks	15.8%	191	6 weeks	7.11%
Walkers Sharing Pack Ready Salted 175 g	20/01/2017	1048	6 weeks	39.0%	440	5 weeks	16.4%
Walkers Sharing Pack Salt & Vinegar 175 g	20/01/2017	991	6 weeks	36.8%	335	5 weeks	12.4%



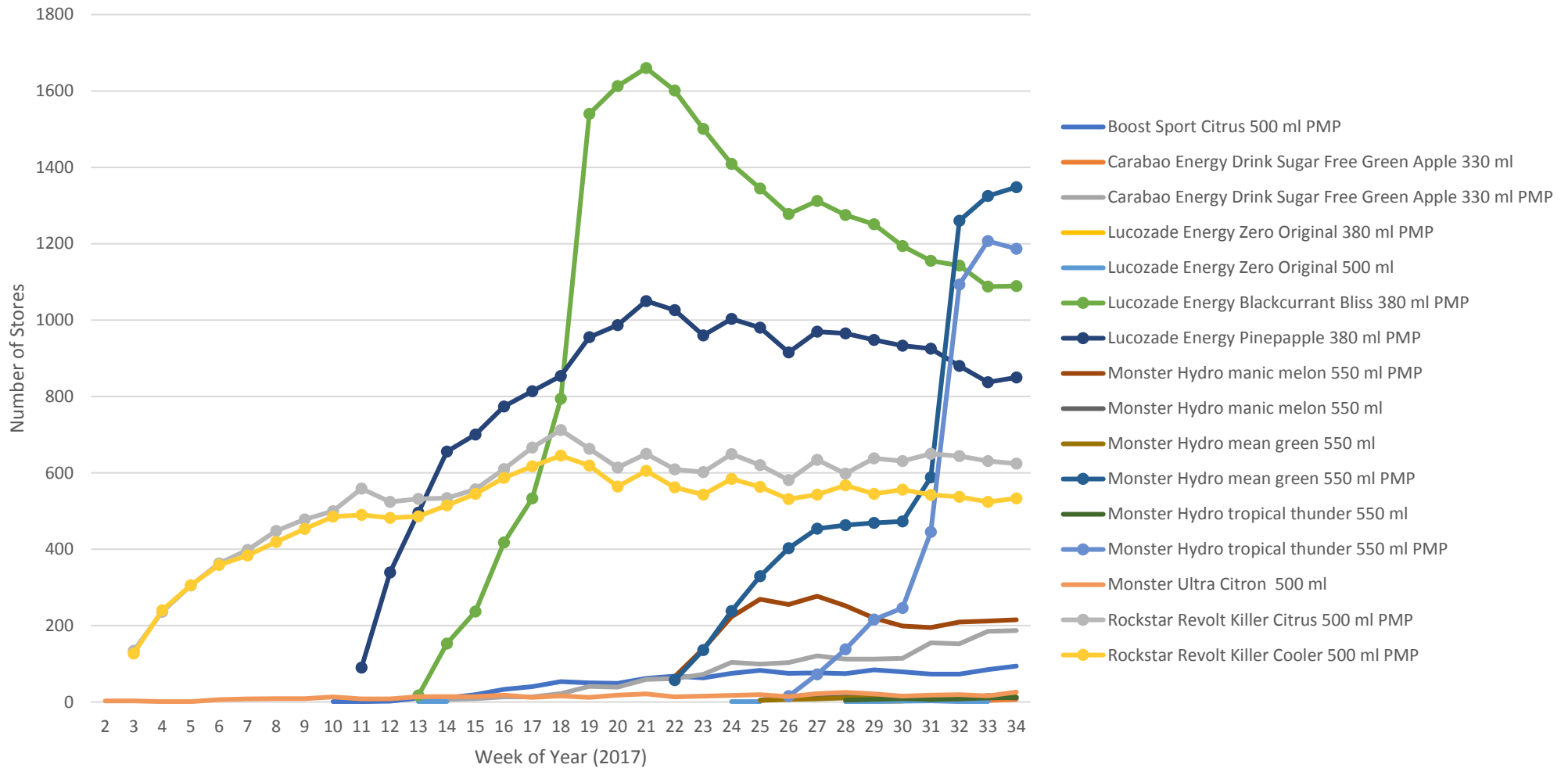
- Cheese & Onion and Ready Salted have been the most popular of these sharing packs.
- There is a steady average of gross sales and number of units sold.
- It appears that store uptake has been influenced by wholesale promotions.
- The product has been discontinued, hence the downward trend in the number of stores selling the product.



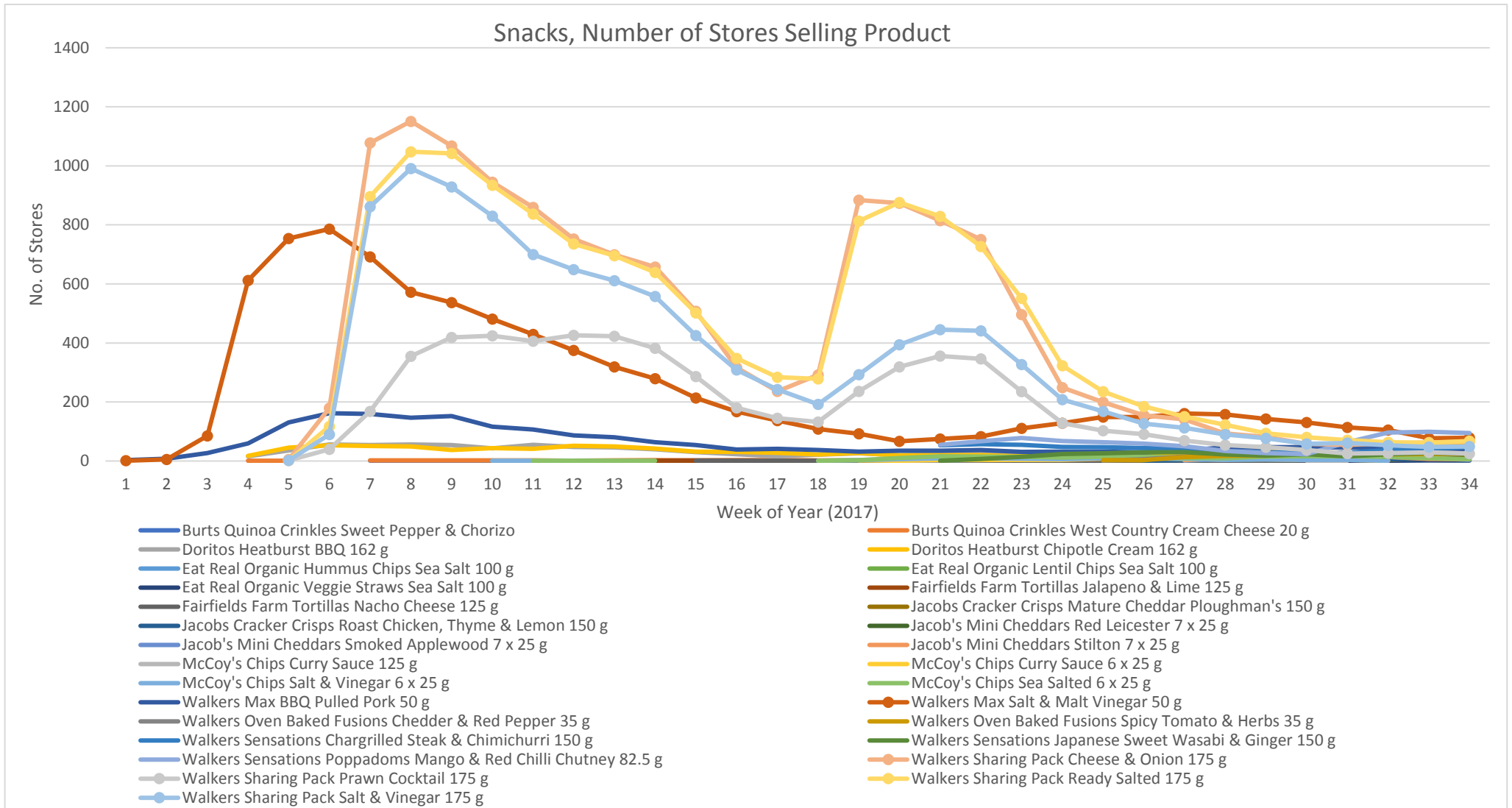
# NPD Benchmark



Energy Drinks, Number of Stores Selling Product



- New energy drinks appear to be very popular.
- With Lucozade Blackcurrant reaching 63.8% of stores at its peak.



- Walkers is the most popular brand within this category.
- Healthy snack products do not seem to be very popular with low store uptake.