



53% of wrapped bakery shoppers purchase something as a PMP when in-store, over-indexing vs the convenience average (45%)<sup>1</sup>



# Warburtons<sup>Family Bakers</sup> New PMP

Same great quality, even better price!

3 in 5 consumers believe PMP offers better value for money<sup>2</sup>



80% of shoppers actively look for price marked products<sup>2</sup>

**Disclaimer:**  
As with all our products, it is for the retailer to decide pricing for any PMP product, the retailer can vary from the price marked by taking the appropriate steps to confirm the price to the consumer.

Sources:

1. Lumina Intelligence Tracking Programme, November 2020 – March 2021

2. Better Wholesaling: Why do retailers and their shoppers need price marking?, February 2019



Wholemeal and convenience both attract the older shopper<sub>1</sub>

High Fibre & No Added Sugars



No1 Brand in Crumpets<sup>2</sup>

A highly impulsive product with ability to drive incremental sales<sup>3</sup>



From the UK's No1 Bakery Brand<sup>2</sup>

A 1/3 of your daily Vitamin D in just 2 slices

**Warburtons**  
Family Bakers

Yellow end and price on PMP H&H Wax added to clearly distinguish PMP vs non-PMP to shoppers and increase shelf standout at any angle



PMP Version



Non-PMP Version

Sources:

1. Kantar Purchase Panel, Wrapped Wholemeal Bread, Total Market, Demographic % of Buyers, 52w/e 11.07.21

2. Based on NielsenIQ RMS data for the Wrapped Bakery Category for the L52week period ending 17.07.21 for Total Coverage inc discounters, Value Sales (Copyright © 2020, NielsenIQ)

3. Lumina Intelligence Tracking Programme, November 2020 – March 2021

# Why PMP?

- **Impulse** is at the centre of convenience and independent shopping, and price-marking suits that demand
- **80% of shoppers** are actively looking for PMP's<sup>1</sup>
- **76% of shoppers** said PMP's improve their impressions of the stores value<sup>2</sup>
- Price-marked packs will be key in **retaining some of the additional business** independent retailers saw during lockdown<sup>3</sup>
- **3 in 5 consumers** believe PMP offer better value for money<sup>1</sup>



Crumpets are highly impulsive and drive incremental spend into the category, PMP further encourages impulse purchases<sup>4</sup>.

Sources:

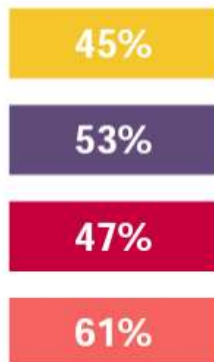
1. HIM Research, Better Wholesaling: Why do retailers and their shoppers need price-marking?, 15<sup>th</sup> February 2019
2. Better Wholesaling: The categories that work best in price-marked packs, October 2017
3. Talking Retail, Price-marked Packs, 9<sup>th</sup> October 2020
4. Lumina Intelligence Tracking Programme, November 2020 – March 2021



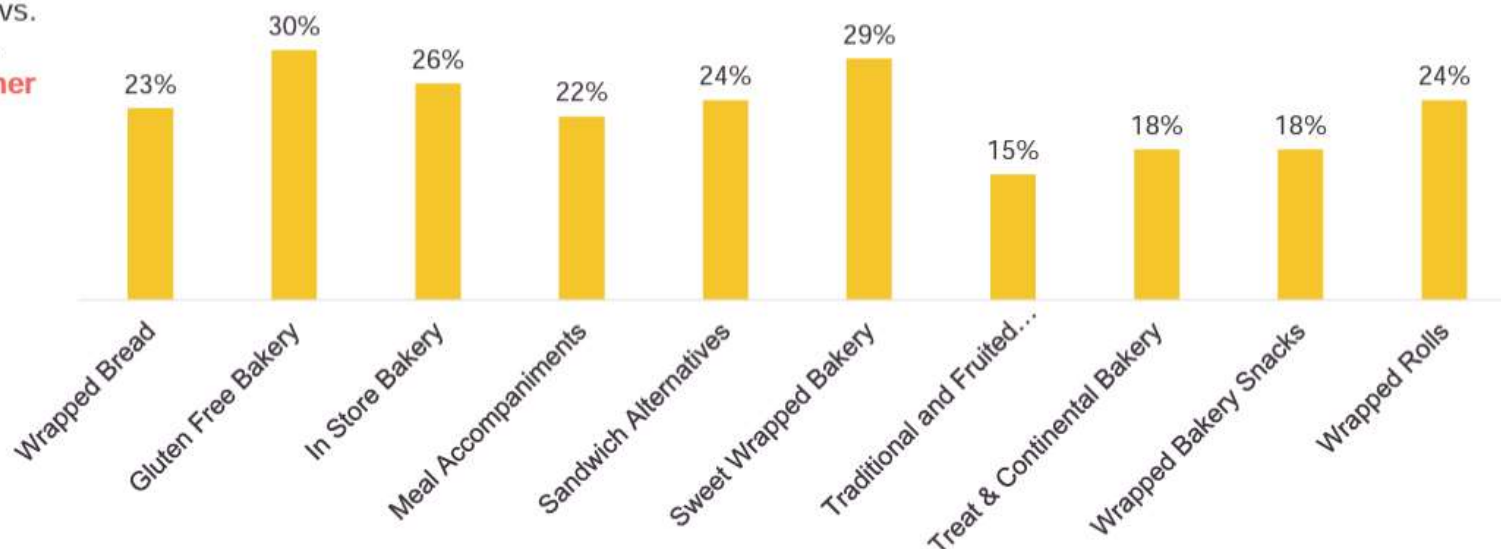
# 3 in 5 Consumers Believe PMP Offer Better Value for Money<sup>1</sup>

Price marked packs are another key convenience mechanic to drive consumer spend, and 53% of wrapped bakery shoppers are purchasing something as PMP when in-store. Price mark packs reassure shoppers that they are not being over-charged, as high prices are a common perception of the convenience channel<sup>2</sup>.

% who bought a PMP  
Convenience average vs.  
Wrapped bakery vs.  
Wrapped bread vs. Other  
wrapped bakery



Convenience Average: % of category purchasing category on price marked packs



# Price Marked Packs can Reassure Shoppers on Price

UK consumers: On a scale of 1-10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statements about price marked packs (packs with the price written on the packaging)?

