



MARS WRIGLEY

Case Study

Amsterdam Airport



Introduction

This case study demonstrates how Shelftrak provides brands with actionable insights into their in-store execution across various locations.

Objectives

1. Using total Europe as a benchmark, evaluate Mars Wrigley performance across the Confectionery category in Amsterdam Airport (AMS) to identify opportunities for improvement.
2. Highlight specific opportunities to enhance Mars Wrigley brand presence and in-store execution across the category.
3. Benchmark Chocolate And Sugar confectionery shelf space, facings, category share, and positioning against competitors, pinpointing targeted growth opportunities.

Key Headlines

Mars Wrigley Share Of
Total Confectionery In AMS

30%
LOWER

Than The
European Average

Mars Wrigley Share Of
Chocolate In AMS

45%
LOWER

Than The
European Average

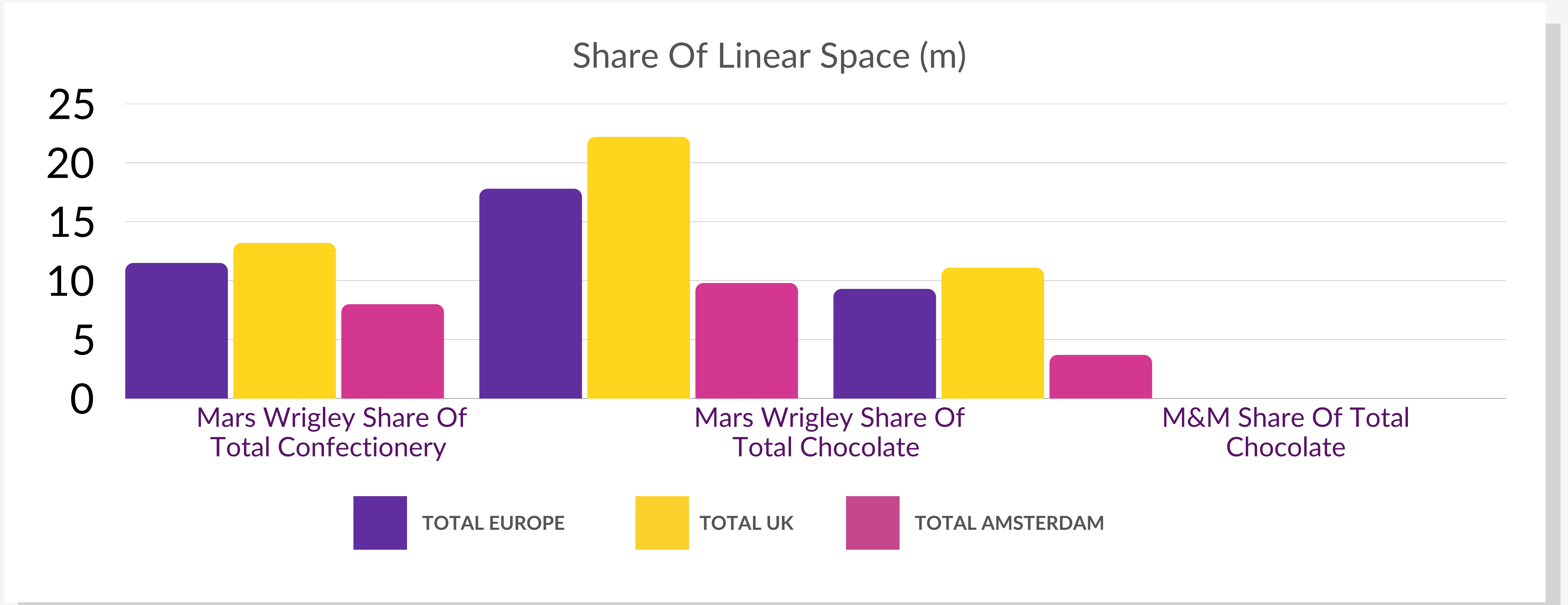
M&M Share Of Total
Chocolate Confectionery

60%
LOWER

Than The
European Average

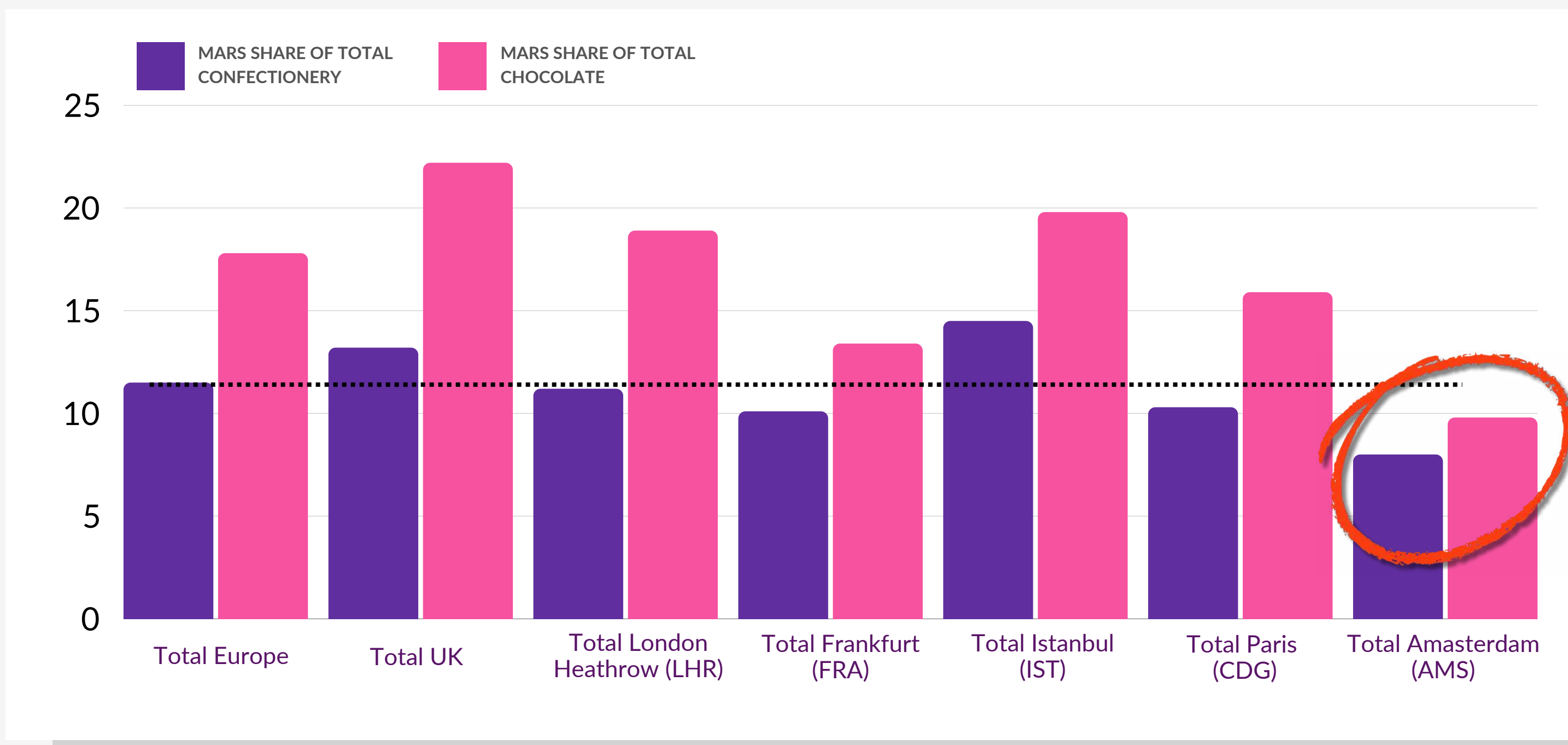
Analysis

Benchmarking the key metrics of share of space at a total and sub-category level highlights strategic opportunities for Mars Wrigley to enhance in-store presence and competitiveness.



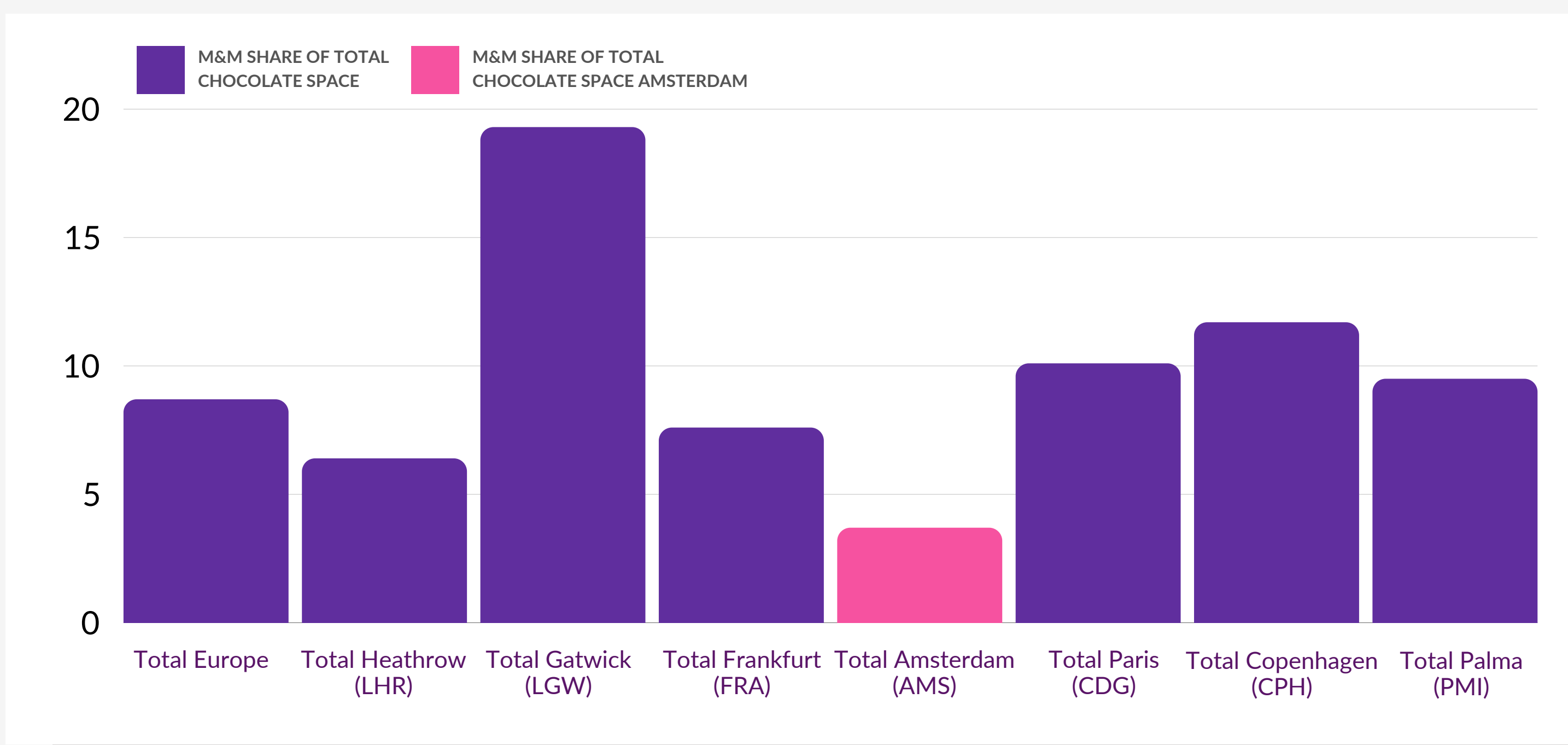
AMSTERDAM (AMS)

- Mars Wrigley share of total Confectionery (-30%) is significantly lower than the rest of Europe and share of total Chocolate is further behind still -45%.
- The M&M share of total Chocolate in Amsterdam is 60% lower than the Europe average.



MARS WRIGLEY SHARE

- When comparing Mars Wrigley share of **Confectionery** across other key European hubs, it's clear that AMS represents an opportunity for growth.
- Mars Wrigley share of **Chocolate** over indexes in key locations when compared to Amsterdam.

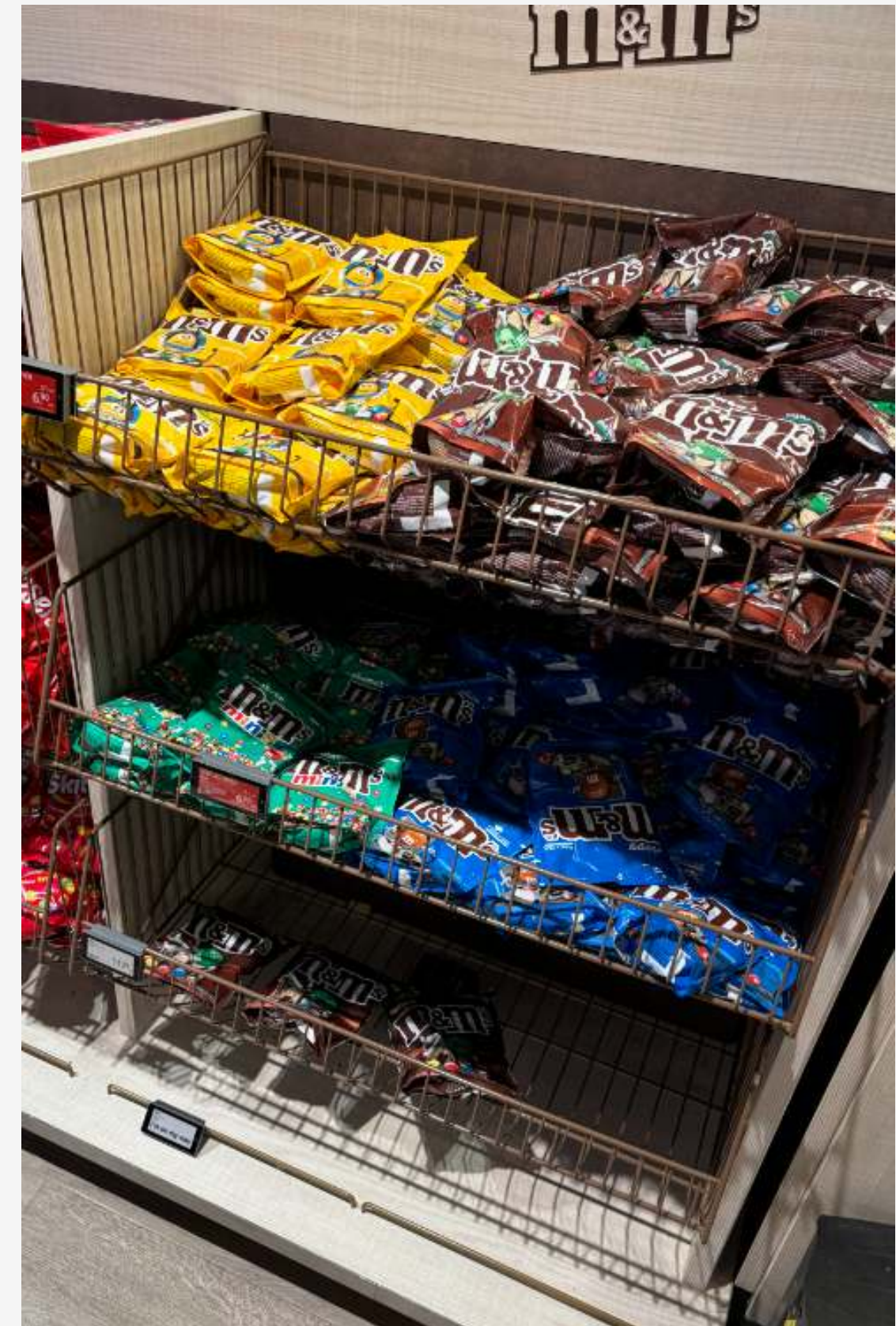
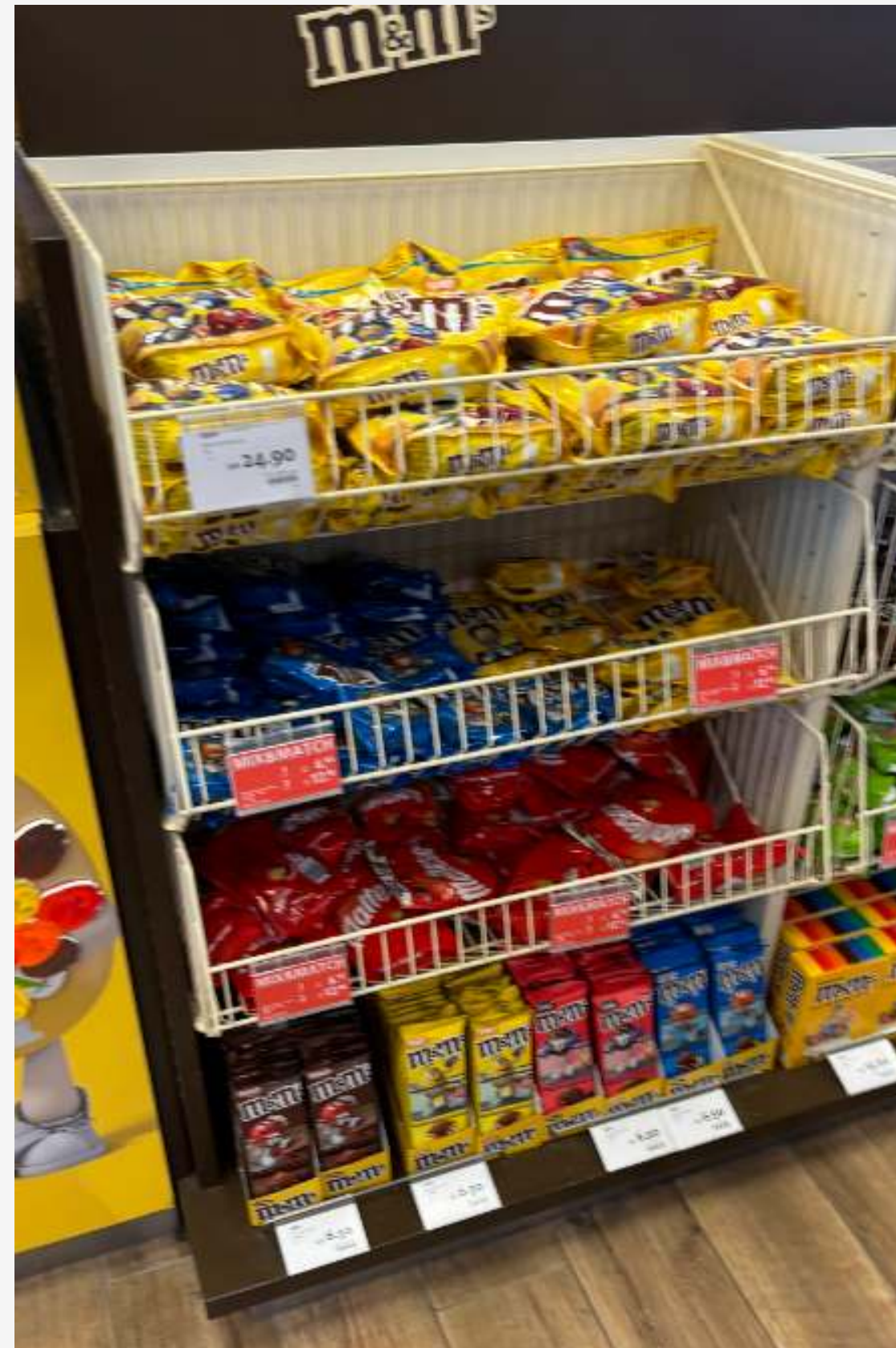


KEY BRAND SHARE OF SPACE

- M&M in Amsterdam has the lowest share of chocolate across major European locations, representing a huge opportunity to increase presence and space at this key 'home' airport location.

AMS M&M Brand Execution

Overall execution of M&M, reveals clear opportunity for improvement. Total brand space shows clear opportunity for improved visibility, branding and standout.



FACINGS PER SKU (FPS)

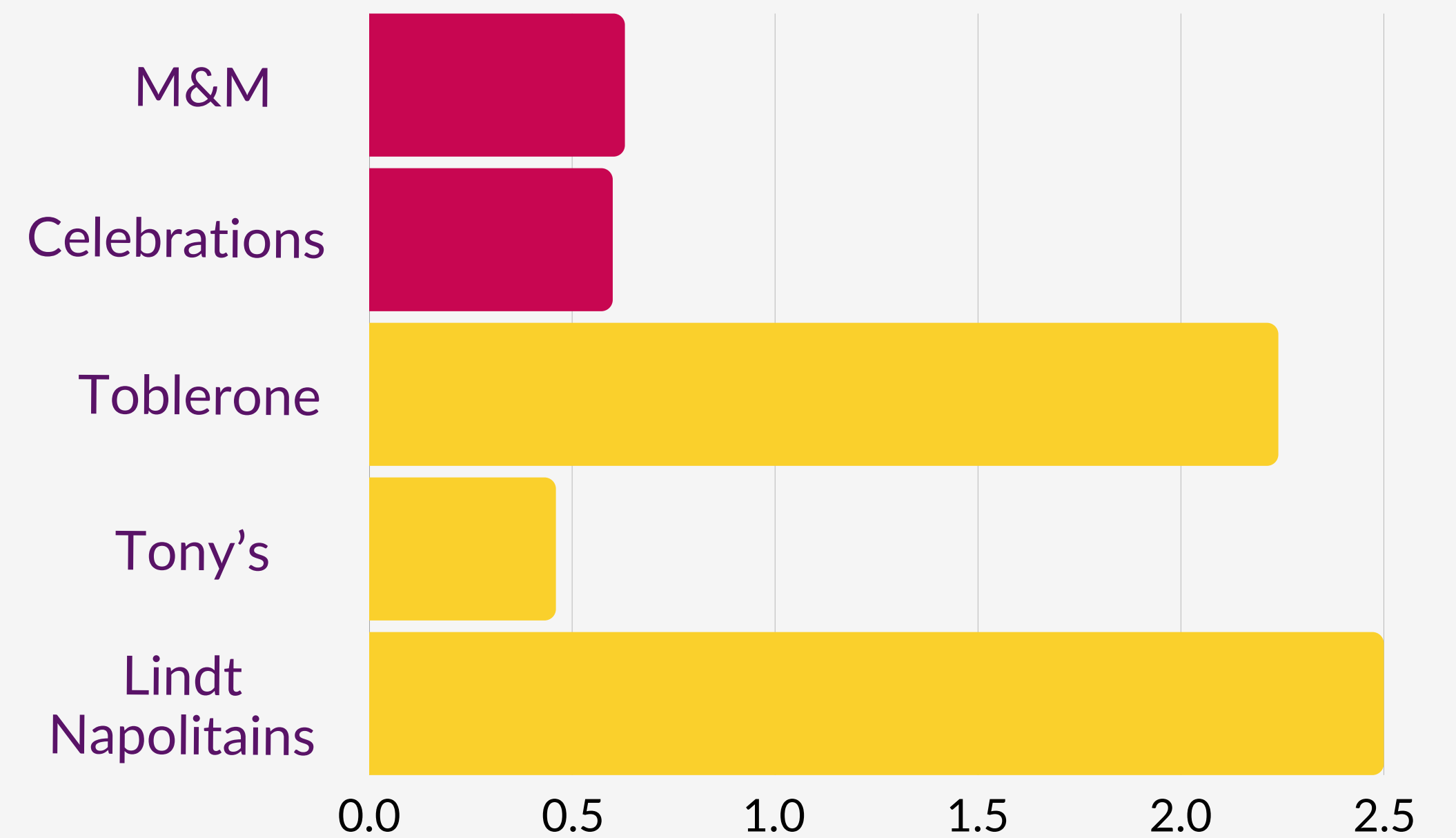
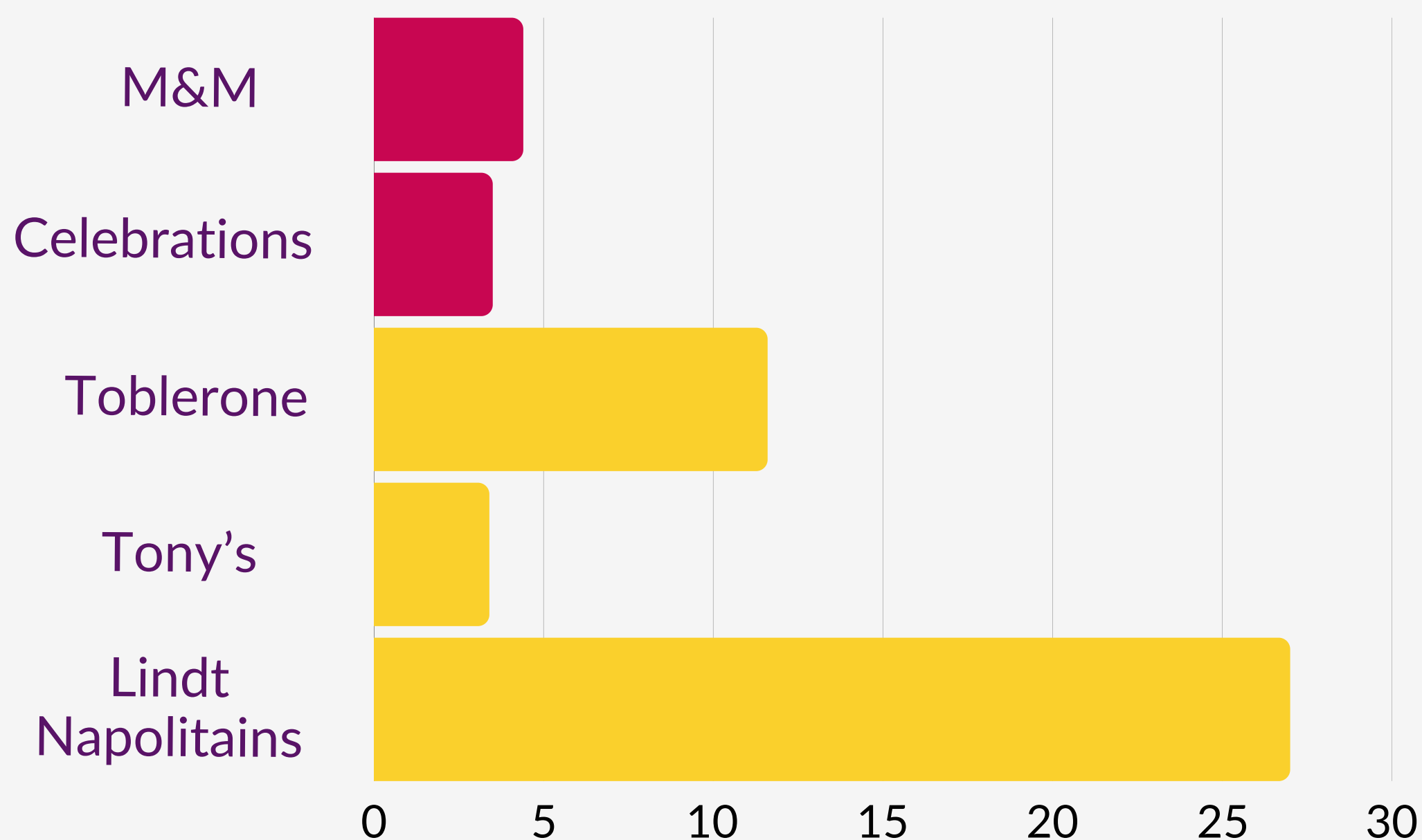
M&M has 4.4 FPS and Celebrations has 3.5 FPS.

NB: This compares to LHR T2 at 16.7 and 31 respectively

SKU DENSITY RATIO (SDR = No. SKUs Per Lin Mtre)

M&M has an SDR 0.63 compared to Celebrations at 0.6 SDR

NB: This compared to LHR T2 at 2.1 and 8.9 respectively



Summary And Opportunities

Overall share of space for Mars Wrigley, and specifically for the key brand of M&M compared to the rest of Europe shows a significant under representation. Execution standards compared to other airport locations shows huge opportunity for increased visibility and presence.

1

Mars Wrigley can make significant space and assortment gains by aiming to move share of space towards their European average.

2

Mars Wrigley must review their competitive position in-store to improve visibility and presence.

3

Mars Wrigley to advise on full Chocolate cat-dev plan with Heinemann to unlock clear total category growth opportunity.