FOCUS ON
Biscuits

Dedicated to the Plan for Profit Independent Retailer

Web App Guides In Store In Depot

Maryland

The UK'S No.1 Cookie Brand*



Worth over £73M*



Outperforming the portion pack segment**

*Source : Circana (UK) Ltd, All Outlets, UK, Value Sales, 52 WE 22 Nov 2025
**Maryland value +8.3% vs total portion packs + 5.3%. Source: Circana (UK) Ltd, All Outlets GB, Convenience GB Excl Major Mults, Portion Packs, Maryland, Value Sales, 12 WE 6 June 2026



£1m spent on new biscuit lines in last 12 weeks.[2]



£293m Biscuit value in Symbols and Independents.[1]



Chocolate Biscuit Bars value is up **+5.0%**.[1]

1. SmartView retail EPOS for Symbols & Independents, MAT 14 July 2025 to 12 July 2026 versus MAT 15 July 2024 to 13 July 2025
2. NielsenIQ, Symbols & Independents, latest 12 weeks to 2 May 2026 versus a year earlier

Better Biscuits

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Advice
& Tips



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Empowering convenience store owners with the insights, tools, and support needed to grow sales & profitability.

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Biscuits

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Dear Retailer,

Biscuits are a staple of convenience stores, but getting the range right can make a real difference to sales. Shoppers want trusted favourites, good value, tempting treats and something new to try.

This guide is designed to help you make the most of your biscuit range. We highlight what's selling, where sales are growing and the simple actions you can take in store.

Inside, you'll find must-stock best sellers, new products to watch, recommended ranges and practical merchandising advice to help you decide what to stock and how to sell it.

Plan for Profit's Focus On guides are created specifically for independent retailers, turning category insight into simple, practical actions you can use in store.

You can find all our Focus On guides on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
Category Manager, Plan for Profit

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CATEGORY OVERVIEW

Biscuits are down **1.7%** in value versus last year, but growth in Chocolate Biscuit Bars and new products is helping to offset the decline.[1]

£201.9m
EVERYDAY FAVOURITES

Everyday Treats and Everyday Biscuits are the heart of the category, accounting for almost two-thirds of biscuit value.[1]



£40.5m
GROWTH POCKET

Chocolate Biscuit Bars are performing strongly, with value up **+5.0%** versus last year.[1]



RECENT SALES GROWTH

In Symbols and Independents, biscuit sales improved in the latest four weeks to 2 May 2026, with value up **+7.1%** and units up **+5.5%**.[1]

+7.1% VALUE GROWTH[1]

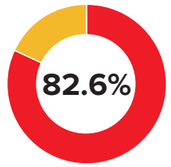
+5.5% UNIT GROWTH[1]

1. SmartView retail EPOS for Symbols & Independents, MAT 14 July 2025 to 12 July 2026 versus MAT 15 July 2024 to 13 July 2025

BISCUITS



Three segments account for **82.6%** of biscuit value: Everyday Treats, Everyday Biscuits and Chocolate Biscuit Bars. Each plays a different role in the category and should be managed differently.[1]





LEAD WITH EVERYDAY TREATS

£108.5m

37.0% of value | **-6.0%**[1]

This is the biggest part of the fixture, but it is under pressure. Protect the best-sellers and remove duplicated slow lines before cutting the whole section.



PROTECT EVERYDAY BISCUITS

£93.4m

31.9% of value | **+1.6%**[1]

Keep the familiar tea-break lines easy to find and check gaps daily. This large section is growing, so availability matters more than adding similar products.



PRIORITISE CHOCOLATE BISCUIT BARS

£40.5m

13.8% of value | **+5.0%**[1]

Chocolate Biscuit Bars are the clearest growth pocket. Keep them together, visible and easy to compare; let your own sales decide which lines earn more facings.



BUILD SPECIAL TREATS

Premium Treats account for **14.3%** of Sweet Biscuits value and are gaining share. Keep best-selling brands together and give stronger lines enough space on shelf.[2]

PLAN FOR PROFIT T↑P

Start with the biggest-selling and fastest-growing biscuit segments, then adjust your shelf space based on weekly sales, availability and what your local shoppers buy.



1. SmartView retail EPOS for Symbols & Independents, MAT 14 July 2025 to 12 July 2026 versus MAT 15 July 2024 to 13 July 2025
2. Circana Total GB 12w to 16 May 2026

BACK GROWTH POCKETS

NEW PRODUCT LAUNCHES

Four new biscuit lines added a combined **£843.9k** in the latest 12 weeks to 2 May 2026, showing how quickly the right launch can add sales.[2]

But new-product excitement does not always last. Trial new lines, monitor sales closely and act quickly when demand starts to slow. Removing weaker lines creates space to test the next opportunity.



TEST, LEARN, THEN ACT

TRIAL
Bring in one or two promising new products.

KEEP VISIBLE
Give new products a clear shelf position and use secondary displays to drive visibility.

REVIEW QUICKLY
Check sales regularly. Don't assume a strong launch will continue.

ACT
Keep products that earn their space and replace those that slow down.

FOUR NPD SUCCESS STORIES[2]



Oreo Creme Egg
£273.9k



Maryland S'wich Choc Creme
£273.4k



McVitie's Club Layers
£163.5k



McVitie's Pink Digestives
£133.1k

PLAN FOR PROFIT T↑P

Scan the QR code to keep up-to-date with the latest new product launches.

PRODUCTS TO WATCH



McVitie's Jaffa Cake Digestives



McVitie's Jaffa Cake Cookies



Maryland S'wich Terry's Chocolate Orange

1. SmartView retail EPOS for Symbols & Independents, MAT 14 July 2025 to 12 July 2026 versus MAT 15 July 2024 to 13 July 2025
2. NielsenIQ, Symbols & Independents, latest 12 weeks to 2 May 2026 versus a year earlier



For illustrative purposes only. ®Reg. Trademark of Société des Produits Nestlé S.A.
Standard non flashed price marked packs also available. Retail pricing is at the sole discretion of the retailer

DRIVE BASKET SPEND



Convenience shoppers visited stores an average of **2.3** times in March 2026, unchanged from last year, but average spend fell from **£8.15** to **£7.83**.[1]

With shoppers spending less each visit, biscuits need to work harder to earn a place in the basket. Clear prices, visible value and the right position in store can give shoppers another reason to buy.

MAKE VALUE EASY TO SEE

Fewer Symbols and Independents shoppers bought price-marked packs in Q1 2026 than a year ago.[1]

PMPs still have an important role, but value shouldn't rely on the price printed on the pack alone. Keep shelf prices clear, highlight good-value best sellers and make promotions easy to spot.



FOUR SIMPLE ACTIONS

MAKE EVERY PRICE CLEAR

Make sure every product has a clear, easy-to-read shelf price and that it matches the price at the till. Shoppers shouldn't have to search for the price before deciding to buy.

HIGHLIGHT GOOD VALUE

Choose a proven best seller that offers strong value and make its price easy to spot. A simple, clear message can help shoppers make a quick decision.

CREATE REASONS TO BUY

Trial a small secondary display near a natural partner, such as hot drinks or lunchbox products. Keep the main product on the biscuit fixture so shoppers can still find it where they expect.

TEST WHAT WORKS

Run one change for four weeks and compare sales with the previous four weeks.

PLAN FOR PROFIT TIP

Make every trial measurable. Before you start, record the product, where it is displayed and the message you are using. After four weeks, check the sales and use the result to decide what to do next.



1. Lumina Intelligence Convenience Tracking Programme, Q1 2026

Boosting biscuit sales



IMPROVE YOUR FIXTURE

Use the category split on page 4 and the bestsellers on page 11 as starting points. Your own sales, space, margin and availability decide the final range and facings.

GROUP BY OCCASION

Shoppers buy biscuits for different occasions. Make it easy to find the right choice.

EVERYDAY TEA BREAK → **TREAT FOR NOW** → **LUNCHBOX & ON-THE-GO** → **SHARING**

COVER DIFFERENT PRICE POINTS

Give shoppers a clear choice to suit different budgets.
GOOD → BETTER → BEST



GOOD
Great value



BETTER
Familiar favourites



BEST
Something more special

1m × 6 Shelf



CORE EXTENDED NPD

1. Lumina Intelligence Convenience Tracking Programme, Q1 2026

Grocery 2027 Category Guide **Available Now!**



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BISCUITS BEST SELLERS



Everyday Biscuits

McVitie's Digestives 360g	**McVitie's** Rich Tea 300g	**Maryland** Chocolate Chip 200g	**Maryland** Double Chocolate 200g	**McVitie's** Hobnobs 255g

Everyday Treats

McVitie's Milk Choc Digestives 266g	**McVitie's** Chocolate Hobnobs 262g	**McVitie's** Jaffa Cakes 110g	**Oreo** Double Stuff 157g	**Oreo** Original 154g

Chocolate Biscuit Bars

KitKat 2 Finger 6pk	**Cadbury** Time Out 6pk	**Nestlé** Blue Riband 6pk	**McVitie's** Club Orange 7pk	**Tunnock's** Caramel Wafer 4pk

1. SmartView retail EPOS for Symbols & Independents, MAT 14 July 2025 to 12 July 2026 versus MAT 15 July 2024 to 13 July 2025

FOX'S BURTON'S COMPANIES

FBC

STOCK UP
ON FAMILY FAVOURITES

THE UK'S NO.1 COOKIE BRAND[1]

Maryland



NO.1 PREMIUM TREATS BRAND[2]

Fox's Chocolatey



NO.1 BRANDED SEASONAL & ASSORTMENT MANUFACTURER[3]

Fox's Seasonal & Assortments



TOP 5 CHOCOLATE BISCUIT BAR BRANDS IN THE UK[4]

Rocky



THE UK'S NO.1 SHORTBREAD BRAND[5]

Paterson's



JAM PACKED WITH MISCHIEF & STILL GROWING![6]

Jammie Dodgers



[1]Circana (UK) Ltd, All Outlets, UK, Value Sales, 52 WE 22 Nov 2025.
[2]Source: Worldpanel by Numerator, Total Market, Packs, 52 w/e 12 July 2026.
[3]Source: Worldpanel by Numerator, Total Market, Spend, 52 w/e 12 July 2026.
[4]Source: Worldpanel by Numerator, Total Market, Packs, 52 w/e 12 July 2026.
[5]Circana (UK) Ltd, All Outlets, UK, Total Shortbread, Unit Sales, 52 WE 22 Nov 2025.
[6]Growing +50.2% in Value Sales vs YA. Source: Circana (UK) Ltd, Convenience GB exc Major Multiples, Jammie Dodgers, Value Sales, Value Sales % Change vs YA, 52 w/e 10 Jan, 2026.

