



HARIBO

Global Summary

Key Locations

Introduction

This snapshot analysis demonstrates how Shelftrak provides Haribo with actionable insights into in-store execution across various locations.

The Analysis

Shelftrak has reviewed the data for all Haribo locations and provided a summary analysis across a selection of key metrics. The metrics analysed can be used as an indicator to highlight where specific opportunities for Haribo are present.

This analysis is to be used as an initial view point to direct further deep-dive work into key locations as well as to direct commercial teams to investigate the headline findings.

Key Headlines

Sugar Confectionery Share
Of Total Confectionery

11.9%

With Asia Having The
Lowest Share at 5.3%

Haribo Share Of Sugar
Confectionery

26.1%

With Highest Share In
MENA At 36.3%

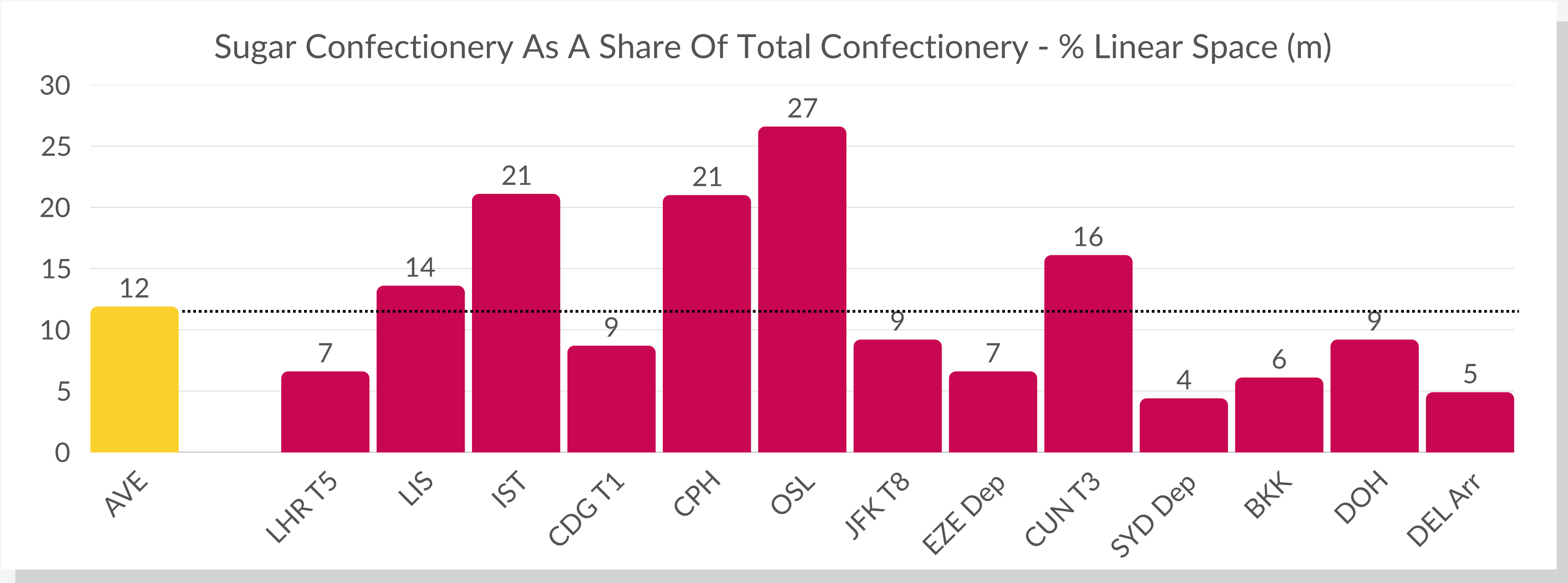
Haribo Share Of Sugar
Confectionery In IST

-89%

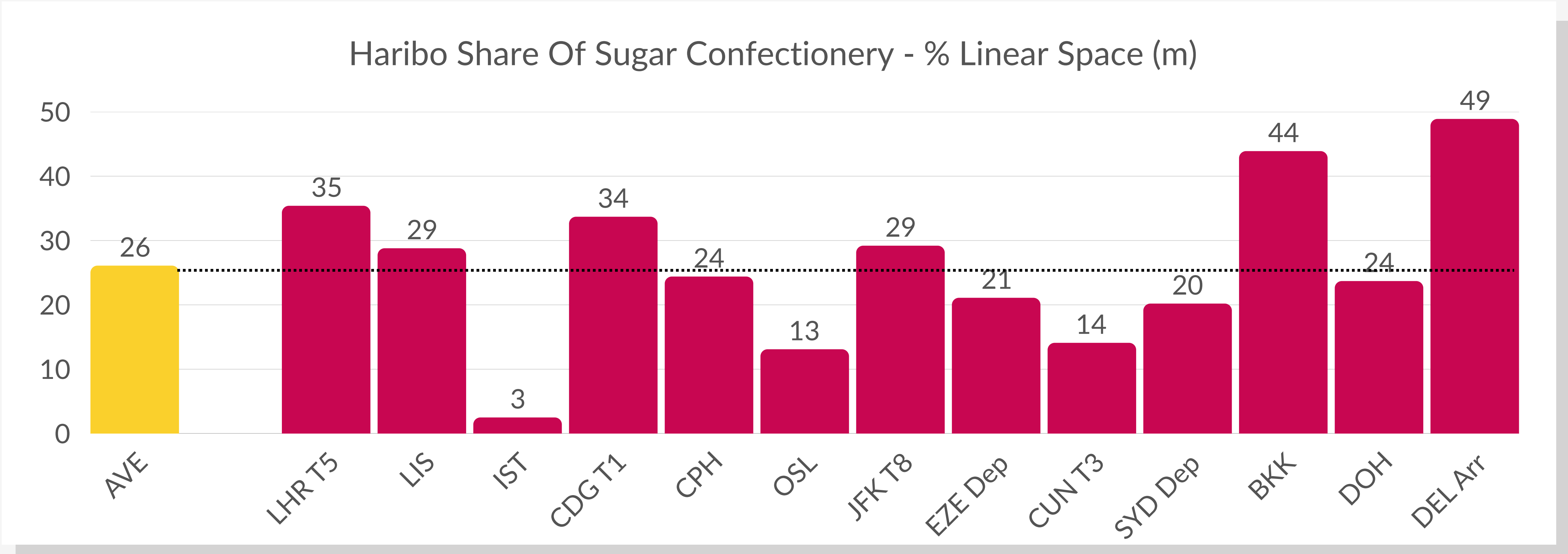
Compared To European
Average Of 23%

Analysis

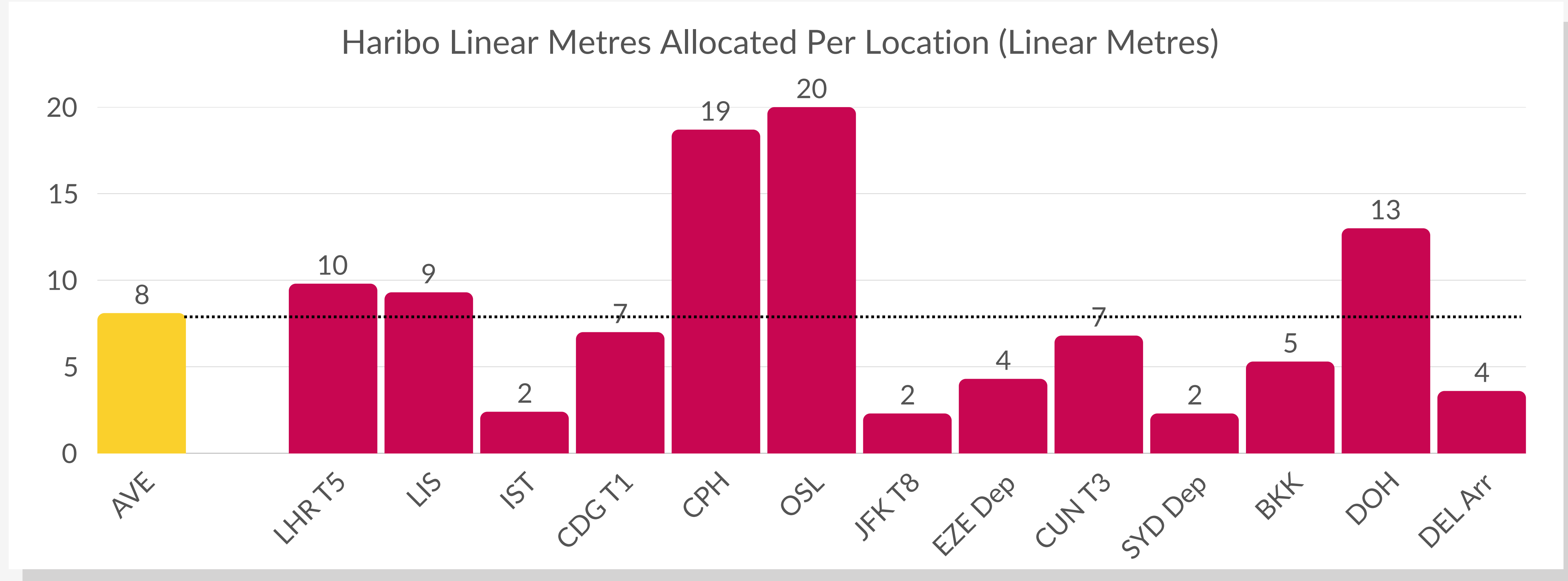
Sugar Confectionery as a share of total confectionery space shows some significant variances across key airports. Unsurprisingly, the Nordics has the largest share given to the segment.



Haribo’s share of the Sugar Confectionery space also varies. Data suggests some clear areas to investigate including IST, OSL and CUN.

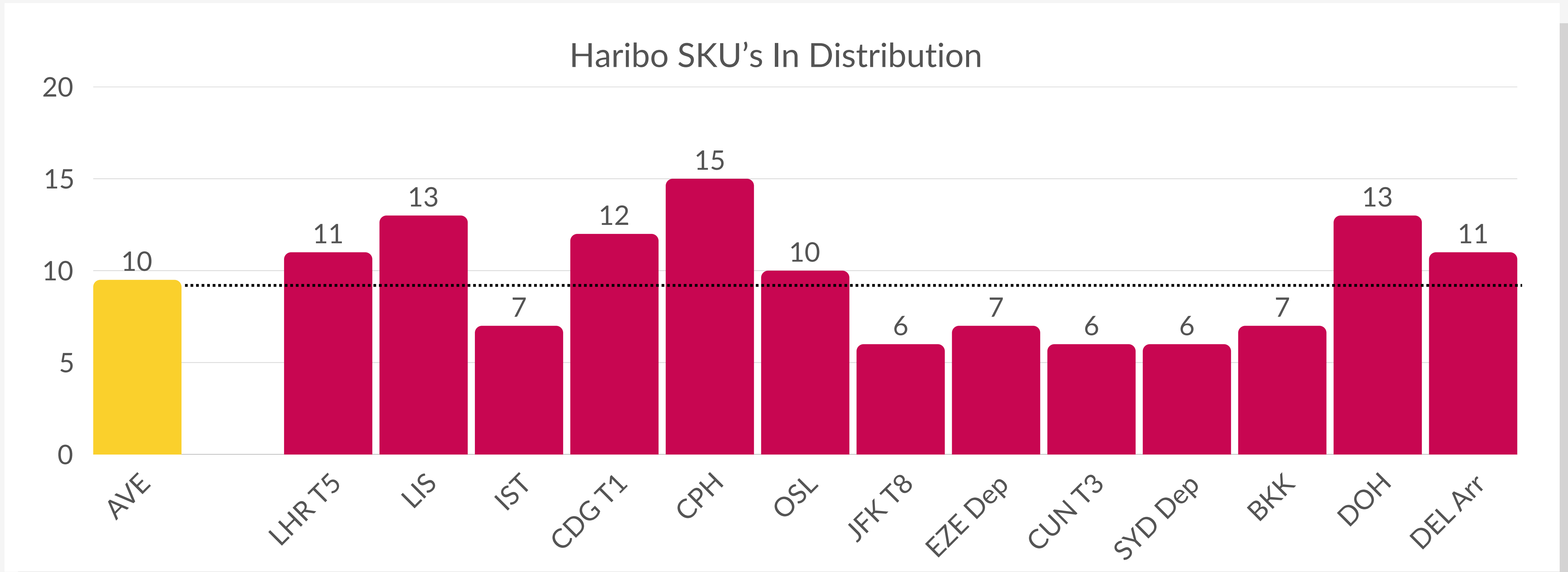


Haribo’s linear metre allocation suggests there’s an opportunity to drive some regional fair-share gains and to level up share by region across the select locations.

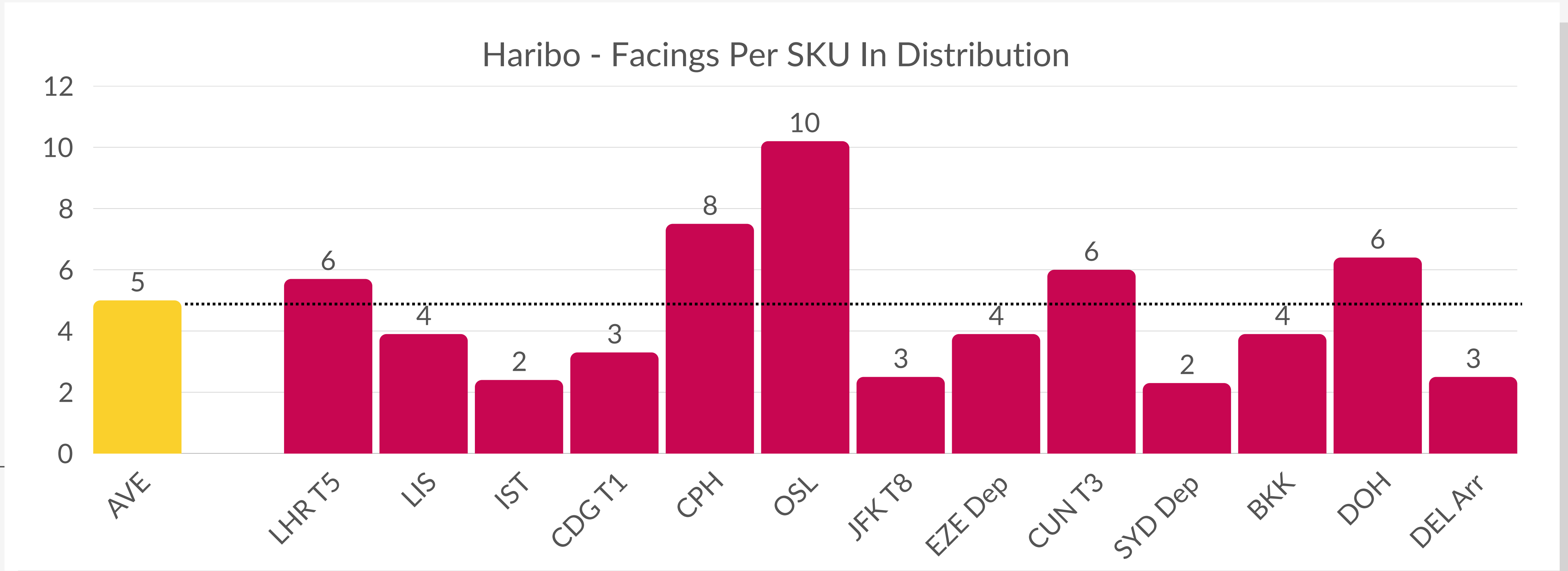


Analysis

Overall distribution is reasonable but there are clear opportunities to increase the Haribo range in some locations. This needs to be tied to space allocation and space developments.



A facings-per-SKU measure helps understand how stock on shelf is impacted. Locations with a low facings-per-SKU may suffer from regular out-of-stock issues.



Summary And Opportunities

Overall analysis highlights a number of opportunities for Haribo to consider further. A regional deepdive into merchandising standards and execution would support the initial findings

1

Analysis to be used as an initial view to highlight potential areas of focus. Competitor analysis would help identify how to develop further.

2

Initial work suggests a regional plan should be considered to ensure standard targets are in place. Focus on execution and implement ,asurement and tracking.

3

Haribo have a clear opportunity to create a vision and strategy for total Sugar Confectionery and to lead the development of this key segment.