

Consumer research inspires revamped Minis portfolio from Mars Wrigley ITR



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Mars Wrigley International Travel Retail (MITR) is revamping Mars, Twix, Milky Way, Bounty and Snickers brands mini bars for the travel retail channel based on category insights and consumer research. They will be presented at the TFWA World Exhibition in Cannes (Bay Village, Bay 9).

The revamped Minis portfolio has been produced in response to Mars Wrigley's understanding of traveler needs - specifically, meeting travelling consumers with great brands at the price points that they want to buy.

MITR's category vision underlines the importance of meeting the four key reasons for confectionery purchase: Recharge, Reward, Celebrate and Connect.

MITR says that the latter of these key reasons, Connect, is all about the importance of social bonding, accounting for 50% of purchases, and the new Minis portfolio is the ideal offer to take advantage of that.

According to MITR's research, handle pouches and bags now account for more than one third of confectionery category spending. The mini-bags from the aforementioned five world-renowned Mars Wrigley chocolate brands feature a new design and a combination of two new bag sizes: 333g and 500g.

Those core brands will be supported by a variety assortment, Super Mini Mix (333g), which includes travel favourites in one new mixed pack line, priced to the rest of the range and featuring Mars, Snickers, Milky Way and Bounty.

Raghav Rekhi, Category Director, Mars Wrigley ITR, said: "Developing new and valuable ways of engaging with travel retail buyers is something we have invested a great deal of thought to.

Our 'Connect' strategy in travel retail is a huge part of that, as those shared moments are a proven driver of sales. To appeal to those buyers looking for something new we need to keep our offer fresh – with new products and new twists on existing products that we know drives impulse purchases. We believe our new Minis portfolio delivers on that.

By understanding how best to tailor our innovations specifically to travel retail we can not only revitalise the category as a whole – we can give consumers something different, something exciting and new ways to connect. Providing opportunities to create from the airport shopping experience unexpected moments to share and enjoy with friends and loved ones.”