

NACS Magazine

Product Categories

NACS Creates Energy Shot Category Classification

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Increasing sales volume in energy shot products has created a sense of urgency for proper categorization and sales attribution in the collection of data to compile

NACS' state of the industry report.

After requesting, obtaining, and processing the input of key industry stakeholders (retailers, manufacturers, wholesalers and distributors), the general consensus was that energy shots belong in Health and Beauty Care (HBC).

NACS has developed a new subcategory in Health and Beauty Care (HBC) called Liquid Vitamins, Supplements & Energy Shots (4 oz. or less) to differentiate sales volume and growth in energy shots from Vitamins and Supplements (non-liquid).

The new subcategory is expected to enable the convenience channel to speak the same language concerning energy shots and report more accurate benchmarks and trends universally.

Alternative snacks

- Alternative snacks sales in convenience stores were \$1.33 billion in 2005, averaging \$9,519 per store.
- "Meat snacks" (such as beef jerky) are the most popular alternative snack sold in convenience stores, accounting for two-thirds of all alternative snack sales, and total sales of \$872 million.
 - Forty-five percent of all meat snack sales are at convenience stores (*Source: Snack Food Association*).
- Health/energy bars were the second-most-popular alternative snack sold in convenience stores, with sales of \$290 million, followed by granola/fruit snacks, at \$109 million.