



Pringles® Really Pops!

OVER
\$1B
IN SALES¹

#1
BRAND IN
WAREHOUSE
SALTY¹

95%
BRAND
AWARENESS²

6%
4-YEAR
CAGR³

AN ICONIC BRAND

Pringles® packaging appeals to operators because of its recognizable design that is easy to merchandise, keeps the product fresh, and is easy to take on the go.

A POPULAR BRAND WITH YOUNGER CONSUMERS

Pringles® overindexes with households with kids (127), especially kids ages 7-12 (137), teens 13-17 (129), and Millennials (113).²

WHY PRINGLES®?

Compared to other WHS brands, Pringles® has the **#1 household penetration, buy rate, total trips, units & trips per buyer, repeat buyers, and loyalty in the aisle!** 58% of WHS trips include a Pringles® purchase, and there is a 9.5% increase in Pringles® trips per buyer, plus a 3.1% increase in Pringles® units per buyer.⁴

1. Nielsen IQ L52 W/E 08/30/2024 Total US xAOC + Conv. 2. Nielsen IQ Panel Total Outlets L52 w/e 08/09/25. 3. Nielsen IQ 2021-2024 Total US xAOC + Conv. 4. Sources: Video Mining; Nielsen POD Omnishopper, (Warehouse Brand Trips / Warehouse Brand Shifting), Total US xAOC 52 WE 6/15/24, 2. NielsenIQ Scan, 3 Total US, 52 WE 8/10/24. ©2025 Kellanova

