



Really POPS!

Category Insights



In foodservice, total salty category volume is valued at \$1.4B and up +20% vs YA¹



Potato Chips is the #1 subcategory with over 50% share of the category, and continues to grow by +18% vs YA¹

Pringles® Drives Sales & Traffic in Foodservice

Pringles® is Everywhere

64% of operators currently offer Pringles^{®2}

Pringles® is Recognizable

The brand's 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 go²

Pringles® Drives Sales

Foodservice operators primarily use snacks to increase basket size (54%), with 92% offering them a la carte and 68% as part of combo meals²

Pringles® is Iconic

Operators believe the iconic can plays a significant role in building and maintaining consumer loyalty²

Pringles® is Valuable

Pringles[®] is valued at \$24M and is the #4 ranked chip brand in Vend/MM³

Pringles® is Growing

Pringles[®] is experiencing tremendous growth (+38%) outpacing total category (+16%) in Vend/MM³

Pringles® is Gaining

Pringles[®] is gaining share (+1.4pts) from top competitors in the Vend/MM marketplace³

Pringles® is Performing

Pringles[®] Sour Cream & Onion and Original Large Grab & Go![™] (+35%) rank in the top 10 performing chips items in Vend/MM³



For more information, contact your Kellanova Sales Representative, or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

1. Circana Supply Track L12M Ending Dec 2023
2. Pringles Pack Opportunity in Foodservice, Technomic Custom Research Study for Kellanova Away From Home, December 2023
3. L12M Ending Dec 2023 Specialty Distributor

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