

Category Outlook

Lighters

Lighting the Way to Sales Growth



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The lighter category has seen consistent, positive growth fueled by retailers effectively merchandising a variety of designs and licenses that appeal to consumer trends—an action primarily driven by BIC. Lighters are typically an unplanned purchase that, when properly merchandised at the front checkout, are among the top-selling general merchandise items and provide higher-than-average margins.

Lighting Your Full Profit Potential

Virtually all classes of trade are competing in the lighter category, putting competitive pressure on convenience retailers—but c-stores can continue to win in this low-investment, fast-moving and highly profitable category by maximizing their lighter assortment. Lighters, on average, deliver a 51% margin and almost 6X the average sales per square foot vs. other in-store merchandise. By offering the widest selection, c-stores can continue to have competitive advantage. Convenience retailers must be aware of local competition and store demographics in order to offer the ideal variety of lighters, and lighters should be placed on the front counter in a highly visible display to meet full profit potential. With 30 eye-catching design series, BIC has the most extensive designs and display vehicles to maximize your profit opportunity.

High Quality Leads to High Loyalty

Consumers want a quality lighter that they can trust light after light. BIC's unsurpassed product quality has resulted in a tremendous level of engagement and loyalty among consumers. BIC proves that quality and safety is #1 for consumers, as the

brand continues to drive and lead category growth while building on the category's loyal consumer base. In addition, consumers love that BIC proudly manufactures lighters of the highest quality and safety in the industry right here in the USA. Given this proven loyalty, to maximize consumer satisfaction, sales and profits, it is critical that retailers stock the everyday core BIC line while continuously providing new BIC lighter design series for different consumer segments.

The Lighter Is More Than a Lighter

The lighter is not just a practical tool for consumers' every lighting need—it's personal. BIC knows this and has turned its lighters into a desirable accessory through unique designs and

popular licenses. BIC's Shopper Insight Research shows that almost 40% of consumers want to purchase a lighter design that speaks to their lifestyle and interests. BIC pays close attention to changing consumer trends and is introducing three exciting new series:

BIC® Special Edition® The Walking Dead® Series Lighters appeal to the show's dedicated fans, featuring zombie

images and the show logo. "AMC's The Walking Dead" is the #1 show on U.S. TV among adults 18–49.

BIC® Special Edition® NBA Series Lighters will score points with loyal NBA fans. The designs feature basketball imagery and logos from teams including the Chicago Bulls, Miami Heat, New York Knicks and Los Angeles Lakers.

BIC® Special Edition® Fantasy Series Lighters feature six provocative designs for the adventurous adult consumer. Tapping into the growing popularity of erotica novels, these lighters will entice and enchant.

Check out the options at biclighter.com or call your representative today.

Source: IRI, 52 weeks ending Sept 28, 2014; NACS State of the Industry Report of 2013 Data; CSP Category Management Handbook

