



NEW PRODUCT & **HEALTHY LIVING**

WHY

Marks & Spencer (M&S) is helping its customers to reduce unhealthy snacking through the Simply Fuller Longer product range.



HOW

- M&S developed its Simply Fuller Longer product range in partnership with nutritional experts to reduce customers' snacking habits.
- The new product range is a combination of high protein and balanced carbohydrates designed to work as part of a weight loss or weight management diet.
- Customers can also use a Simply Fuller Longer meal planner, to create a health meal program.

BUSINESS VALUE

 MARKET	Share – The Simply Fuller Longer product range has acquired a large proportion of the health convenience food market.
 SALES	Growth – Since its launch the new range has become one of the UK's biggest selling health product ranges.
 INNOVATION	Technology – Through a partnership with nutritional experts, M&S has developed innovative food science technology.

CONSUMER VALUE

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FUNCTIONAL
 Reduced snacking has helped customers lead healthier lifestyles.
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EMOTIONAL
 The new range empowers customers to take more control over their diet and health.

RESULTS

- To date the Simply Fuller Longer product range has a 37% market share on convenience food for health. [Source](#)
- The brand is one of the top two best selling UK healthier food brands. [Source](#)