

# U.S. Confectionery Sales 2010

52 weeks ending 28 November 2010

Sales through grocery, drug, gas/c-stores and mass market retailers

This information is projected by Information Resources Inc. (IRI), a Chicago-based market research firm, to represent U.S. confectionery sales in specific retail channels: supermarkets, drugstores, gas/c-stores and mass market retailers (excluding Wal-Mart, club stores and liquor stores). The data is collected by checkout scanners. There are channels of distribution not included in this report, for example, certain mass merchandisers, theaters, vending, food service and gourmet shops.

For some categories, the reported value is far

less than the actual total sales in that category. For example, the boxed chocolate segment has most of its sales in channels of distribution not covered by this report. Additionally, bulk candy and companies that sell mainly in other channels of distribution will not be represented very well.

The information can be used as a guideline to the general-market sweetgoods industry in the United States. It is the most complete information available from one source and is useful for identifying trends. For more information contact SymphonyIRI Group at +1 (312) 474 3440.

## Confectionery Sales through Selected Channels

	<u>\$ Sales</u>	<u>Inc/Dec</u>		<u>\$ Sales</u>	<u>Inc/Dec</u>
<b>Chocolate Candy</b>	<b>\$6,305,351,803</b>	<b>6.3%</b>	<b>Nonchocolate Candy Seasonal</b>	<b>\$415,354,586</b>	<b>-0.6%</b>
Chocolate Candy Box/Bag/Bar < 3.5 oz	\$2,884,974,000	9.6%	Easter Candy	\$125,845,100	8.8%
Chocolate Candy Box/Bag/Bar > 3.5 oz	\$2,366,516,000	3.7%	Christmas Candy	\$113,119,200	2.8%
Chocolate Candy Snack Size/Fun Size	\$645,372,800	4.6%	Halloween Candy	\$92,004,860	-14.9%
Gift Box Chocolates	\$220,984,800	-0.7%	Valentine Candy	\$81,596,530	0.9%
Chocolate-covered Salted Snacks	\$102,627,900	18.5%	Other Seasonal Candy	\$2,788,896	-10.2%
Sugarfree/Sugarless Chocolate Candy	\$80,608,830	-3.3%	<b>Fruit Snacks</b>	<b>\$534,199,100</b>	<b>5.3%</b>
Novelty Chocolate Candy	\$4,267,473	-21.8%	<b>Chips/Baking Chocolate/Cocoa</b>	<b>\$520,137,800</b>	<b>0.8%</b>
<b>Chocolate Candy Seasonal</b>	<b>\$1,278,619,099</b>	<b>0.7%</b>	<b>Cough Drops/Squares</b>	<b>\$478,590,400</b>	<b>-7.1%</b>
Easter Candy	\$504,300,000	4.3%	<b>Nutritional Snacks/Trail Mixes</b>	<b>\$430,988,700</b>	<b>10.7%</b>
Christmas Candy	\$380,424,500	4.4%	<b>Marshmallows</b>	<b>\$160,584,900</b>	<b>3.1%</b>
Valentine Candy	\$288,747,700	-6.5%	<b>Carob/Yogurt-coated Snacks</b>	<b>\$62,620,170</b>	<b>5.4%</b>
Halloween Candy	\$100,483,400	-7.2%	<b>Total Snack Bars</b>	<b>\$3,075,019,891</b>	<b>8.0%</b>
Other Seasonal Candy	\$4,663,499	-7.8%	Nutritional Health Bars	\$1,141,707,000	14.5%
<b>Nonchocolate Candy</b>	<b>\$3,827,569,890</b>	<b>3.5%</b>	Granola Bars	\$1,068,883,000	7.4%
Nonchocolate Chewy Candy	\$1,741,719,000	6.0%	Breakfast/Cereal Snack Bars	\$861,786,500	1.1%
Novelty Nonchocolate Candy	\$438,870,100	0.2%	All Other Snack Bars	\$2,643,391	-18.8%
Licorice Box/Bag	\$338,560,000	5.8%	<b>All Gum</b>	<b>\$2,722,700,000</b>	<b>1.1%</b>
Hard Candy/Package & Roll Candy	\$319,171,800	1.5%	Sugarfree/Sugarless Gum	\$2,329,022,000	3.0%
Plain Mints	\$209,894,300	3.7%	Regular Gum	\$393,678,000	-8.9%
Specialty Nut/Coconut Candy	\$194,104,400	-0.2%			
Sugarfree/Sugarless Candy	\$76,351,020	6.8%			
Caramel/Taffy Apples/Kits/Dips	\$64,889,670	-1.6%			
Breath Fresheners	\$444,009,600	-1.1%			