

U.S. Confectionery Sales

52 weeks ending February 21, 2016

Sales through grocery, drug and mass merchandisers

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 Walmart, 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 IRI Worldwide at +1 (312) 474 3440.

Confectionery Sales through Selected Channels

	\$ Sales	Inc/Dec		\$ Sales	Inc/Dec
All Chocolate Candy	\$10,986,734,485	2.2%	Nonchocolate Candy Seasonal	\$876,876,145	-1.2%
Chocolate Candy Box/Bag/Bar ≥ 3.5 oz	\$5,126,115,840	4.0%	Easter Candy	\$286,567,200	-5.4%
Chocolate Candy Box/Bag/Bar < 3.5 oz	\$4,056,121,600	3.4%	Christmas Candy	\$229,816,032	-2.0%
Chocolate Candy Snack Size/Fun Size	\$1,114,055,424	-6.9%	Halloween Candy	\$205,991,248	5.7%
Gift Box Chocolates	\$394,931,904	-4.0%	Valentine Candy	\$140,015,104	1.1%
Chocolate-covered Salted Snacks	\$173,221,920	8.6%	Other Seasonal Candy	\$14,486,561	-15.2%
Sugarfree/Sugarless Chocolate Candy	\$116,666,952	-3.4%	Ready-to-eat Pop-/Caramel Corn	\$1,110,092,800	13.2%
Novelty Chocolate Candy	\$5,620,845	-0.2%	Nutritional Snacks/Trail Mixes	\$1,089,516,928	4.4%
Chocolate Candy Seasonal	\$2,796,119,715	4.5%	Fruit Snacks	\$1,046,466,880	-0.7%
Easter Candy	\$1,063,517,568	-2.4%	Chips/Baking Chocolate/Cocoa	\$912,176,960	3.0%
Christmas Candy	\$803,735,552	3.9%	Cough Drops/Squares	\$717,832,384	1.8%
Valentine Candy	\$515,802,240	-2.6%	Marshmallows	\$258,167,872	0.5%
Halloween Candy	\$396,289,952	54.5%	Carob/Yogurt-coated Snacks	\$114,002,096	-5.2%
Other Seasonal Candy	\$16,774,403	-4.6%	Total Snack Bars	\$6,042,557,208	4.5%
All Nonchocolate Candy	\$6,872,414,928	4.6%	Nutritional Health Bars	\$2,855,248,640	7.9%
Nonchocolate Chewy Candy	\$3,249,467,392	6.4%	Granola Bars	\$1,698,086,400	0.7%
Novelty Nonchocolate Candy	\$812,893,440	0.3%	Breakfast/Cereal Snack Bars	\$1,239,563,136	0.3%
Breath Fresheners	\$808,765,952	8.3%	Rice Snack Bars	\$202,180,464	3.9%
Hard Candy/Package & Roll Candy	\$600,601,856	1.7%	All Other Snack Bars	\$47,478,568	114.7%
Licorice Box/Bag	\$475,953,152	0.0%	All Gum	\$3,181,949,984	0.6%
Plain Mints	\$400,342,208	7.9%	Sugarfree/Sugarless Gum	\$2,655,002,112	0.7%
Specialty Nut/Coconut Candy	\$344,778,784	0.8%	Regular Gum	\$526,947,872	0.1%
Sugarfree/Sugarless Candy	\$100,179,624	4.1%			
Caramel/Taffy Apples/Kits/Dips	\$79,432,520	-7.9%			