

U.S. Confectionery Sales

52 weeks ending 27 November 2011

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

This information is projected by SymphonyIRI Group, 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 +1 (312) 474 3440.

Confectionery Sales through Selected Channels

	\$ Sales	Inc/Dec		\$ Sales	Inc/Dec
All Chocolate Candy	6,721,340,696	6.5	Nonchocolate Candy Seasonal	445,313,800	6.1
Chocolate Candy Box/Bag/Bar < 3.5 oz	3,115,552,000	8.6	Easter Candy	142,026,700	11.0
Chocolate Candy Box/Bag/Bar > 3.5 oz	2,510,508,000	5.1	Christmas Candy	115,800,800	-0.1
Chocolate Candy Snack Size/Fun Size	672,631,800	4.3	Halloween Candy	106,290,200	15.8
Gift Box Chocolates	229,719,500	3.1	Valentine Candy	78,535,550	-3.6
Chocolate-covered Salted Snacks	107,918,600	4.8	Other Seasonal Candy	2,660,550	-2.0
Sugarfree/Sugarless Chocolate Candy	78,936,470	-2.1	Fruit Snacks	572,685,200	7.1
Novelty Chocolate Candy	6,074,326	35.0	Chips/Baking Chocolate/Cocoa	544,478,500	4.6
Chocolate Candy Seasonal	1,382,733,259	7.9	Cough Drops/Squares	496,784,600	3.8
Easter Candy	563,878,800	11.7	Nutritional Snacks/Trail Mixes	474,346,000	9.6
Christmas Candy	396,867,700	3.3	Marshmallows	159,440,600	-0.7
Valentine Candy	299,711,200	4.1	Carob/Yogurt-coated Snacks	62,484,410	-0.2
Halloween Candy	115,811,200	16.1	Total Snack Bars	3,288,621,101	7.0
Other Seasonal Candy	6,464,359	27.7	Nutritional Health Bars	1,314,994,000	15.1
All Nonchocolate Candy	3,982,553,010	4.1	Granola Bars	1,109,445,000	3.8
Nonchocolate Chewy Candy	1,823,537,000	4.8	Breakfast/Cereal Snack Bars	861,599,400	0.2
Breath Fresheners	458,822,100	3.6	All Other Snack Bars	2,582,701	-3.2
Novelty Nonchocolate Candy	437,213,300	0.4	All Gum	2,639,611,900	-3.0
Licorice Box/Bag	360,235,600	6.6	Sugarfree/Sugarless Gum	2,256,541,000	-3.1
Hard Candy/Package & Roll Candy	329,578,300	3.1	Regular Gum	383,070,900	-2.6
Specialty Nut/Coconut Candy	217,773,900	11.9			
Plain Mints	216,387,500	1.7			
Sugarfree/Sugarless Candy	76,018,620	-0.4			