

Sweet Insights: 2021 State of Treating

2020 Category Sales Performance

\$36.7B

U.S. confectionery sales in 2020



CHOCOLATE
\$21.9B



NON-CHOCOLATE
\$11.5B

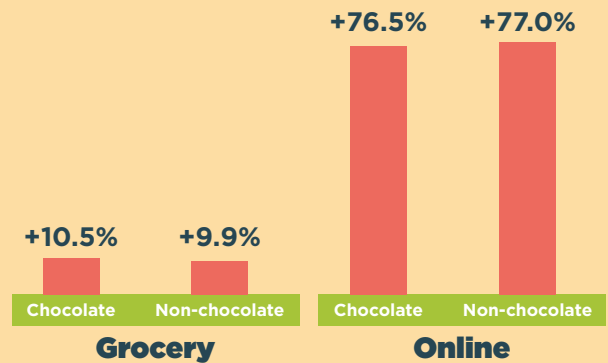


GUM & MINTS
\$3.9B

Source: Euromonitor, NCA forecasts

2020 Channel Sales

Grocery had strong gains in 2020 and online sales skyrocketed.



Source: IRI, 52 weeks ending 12/27/20

2020 Confectionery Purchasing

6 in 10

shoppers changed up their candy purchases in 2020.



36%

of Americans gifted confectionery to friends and family during the pandemic.



3 in 4

parents discuss balance in everyday and seasonal candy consumption with their children.

5 in 6

parents monitor their children's candy consumption.



Source: NCA consumer research survey, n= 1,510

Emotional Well-Being and Social Responsibility

77%

of consumers feel physical health and emotional well-being are connected.

81%

of consumers agree that it is completely fine to occasionally treat yourself with chocolate or candy.

MORE THAN HALF

of shoppers like to buy from companies that give back to the community or charities.

Source: NCA consumer research survey, n= 1,510

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