

fun and unique

**MORE THAN JUST DELICIOUS PRODUCTS.
WE'RE MAKING EXPERIENCES AND SPECIAL
OCCASIONS A LITTLE MORE MEMORABLE.**

Chocolate, candy, gum and mints hold a special place in our lives. American confectioners are proud to be part of the family celebrations, holiday traditions and moments of enjoyment that have helped spread happiness for many generations.

THE ROLE OF CONFECTIONS IN OUR LIVES

Consumers understand the unique role that chocolate, candy, gum and mints play in a happy, balanced lifestyle.



Most people enjoy chocolate & candy 2-3 times per week.



Americans average about 40 calories per day from confectionery items.



Chocolate & candy account for about one teaspoon of added sugar per day.



78% of all adults believe it is perfectly fine to occasionally treat with chocolate or candy.

LIFESTYLE & EMOTIONAL WELL-BEING

Treats like chocolate and candy can help bring joy and happiness to any occasion - whether shared with a group or as part of a "treat yourself" moment.



3 out of 4

Americans say that emotional well-being and physical health are interconnected.



88%

of consumers share chocolate and candy with family and friends.



Nearly 3/4

of consumers agree that it is important for chocolate and candy brands to offer a variety of portion sizes.

Candy is a special treat that has played an important role in cultural traditions and seasonal celebrations for thousands of years.

CELEBRATE WITH CANDY

NEARLY

1/2

of total annual confectionery sales take place during the seasonal sales periods of Valentine's Day, Easter, Halloween and the winter holidays.

77%

of Americans agree that chocolate and candy make great gifts.

3 OUT OF 4

Americans say that chocolate and candy are a fun part of special celebrations and holidays.

Consumers enjoy chocolate, candy, gum and mints and appreciate them as a great way to bring people together in fun and unique ways.