

always a **TREAT**

HELPING AMERICANS MANAGE THEIR SUGAR INTAKE

America's chocolate and candy companies are committed to providing consumers with more transparency, choice, portion guidance and information about what's in our products. From big celebrations to meaningful moments and all the "treat yourselves" in between, chocolate and candy sweeten our memories and help bring us closer together.



80%

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



86%

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

WITH A LITTLE SOMETHING FOR EVERYONE...

From beloved classics to new offerings like zero sugar and organic, our companies are meeting consumers where they want to be met. As the confectionery industry grows and consumer tastes change, confectionery companies are offering a wide range of classic and innovative treats for any lifestyle.



FOR SPECIAL MOMENTS...

People understand that chocolate and candy are treats, and they embrace them as a special social currency. Sharing a little bit of confectionery is a time-honored tradition and an important consideration for consumers when they purchase chocolate and candy.



83%

agree that candy is a fun part of special celebrations and traditions.



People in the U.S. enjoy chocolate and candy

2-3x per week

averaging about

40 calories

and just one teaspoon of added sugar per day.¹