



National Confectioners Association

ALWAYS A TREAT

# Sweet Insights: State of Treating 2022

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## A BITE-SIZED TASTE

Produced by NCA and 210 Analytics



MADE POSSIBLE BY:

*Blommer*

— CHOCOLATE COMPANY —

## Methodology

This report is based on consumer studies by NCA and 210 Analytics conducted in November 2021 among a national sample of 1,525 consumers between the ages of 18 and 75.

### Data Overlay

The attitudinal survey data is complemented by retail measurement and household panel data provided by insights firm IRI for the 52 weeks ending December 26, 2021.

Unless otherwise attributed, data throughout this report are provided by NCA and 210 Analytics.

# A Message from NCA President & CEO John Downs

As we turn the corner and close out our second full year of pandemic living, chocolate and candy were, by all accounts, a bright spot in a challenging year for the consumer goods and retail industries. Confectionery remained a powerful and important category, delivering significant contributions to retailer sales and profits, setting new sales records and growing at a faster clip than most others in the store — proving once again that consumers view chocolate and candy as special treats in a happy, balanced lifestyle.

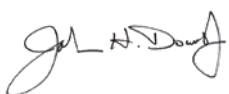
Our success in 2021 came in part as a result of Americans re-engaging with the confectionery seasons after a tumultuous 2020 in which we were often physically separated from family, friends and neighbors. While still not quite back to where we were pre-pandemic, we know that those who celebrated the seasons in 2021 celebrated *big*. There's still room to re-capture lost engagement and importantly, to drive incremental sales around the secondary holidays — like National Candy Month in June.

The other driver of our success in 2021 is the incredible permissibility our category enjoys — and that permissibility comes in part from the strong belief that good emotional well-being leads to better physical well-being. Sharing, gifting and celebrating everyday and special occasions together all contribute to our emotional well-being and can be made sweeter by the inclusion of confectionery treats. In short, the importance of emotional well-being creates a special place for treats in our lives.

But there were some interesting forces at play and shifts in **how** consumers interacted with the category in 2021. They're reaching for different things: different pack sizes, different brands, different types of candy, with different ingredient or nutritional profiles — all driven by economics, pandemic-related eating and socialization behaviors and even supply chain disruptions. Whether they're looking to save a little money or indulge in something a bit more premium, we saw growth on both sides of the value spectrum. Additionally, the consumption *occasion* has shifted toward the home — more movie nights on the couch and fewer trips to the coffee shop. And with that shift, different chocolate and candy products were purchased to create special moments of connectivity with our family and friends — or moments of quiet indulgence for ourselves.

How and where we're shopping for confectionery treats is different, too. While shopping channel patterns mostly normalized in 2021, it makes sense that in our digitally-connected world we've seen a significant increase in the number of households that buy some confectionery online — with much more room to grow.

The 2022 *State of Treating* report aims to bring a deep understanding of what's driving some of the shifts we're seeing in the marketplace to help you get a read on future patterns and demand. It also includes chapters on consumers' engagement with "better-for-you" products, confectionery in a world of transparency and social responsibility and the influence of social media on confectionery purchases. I am pleased to share this *Bite-Sized Taste* of what you'll find in the full report, available online at [CandyUSA.com/StateOfTreating](https://CandyUSA.com/StateOfTreating).



John Downs



# Category and Channel Performance

## 2021 CONFECTIONERY CATEGORY PERFORMANCE

In the first half of 2021, general retail patterns trended back to normal after the COVID-19 pandemic upended every fundamental of confectionery retailing in 2020. But the upswing in new COVID-19 cases, inflation and supply chain disruptions in the fall prompted a reversal in normalization. Regardless, Americans re-engaged with the confectionery seasons and other celebrations, and candy continued to serve as a little treat in a happy, balanced lifestyle. Sales growth — whether dollars, units or volume — far outpaced that of total food and beverages through robust everyday and renewed seasonal engagement.

U.S. confectionery sales reached \$28.9 billion in 2021 in the IRI-measured marketplace that includes grocery stores, mass, club, commissaries, convenience, drug and dollar stores. When considering the total universe to include channels such as book stores, airport locations, stand-alone candy stores and vending, sales reached \$36.9 billion in 2021, according to Euromonitor.

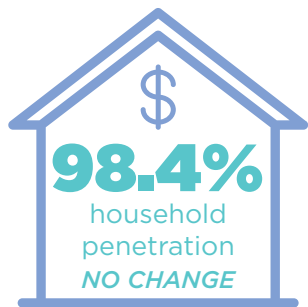
**\$36.9B**

**U.S. confectionery sales in 2021**

**\$44.9B**

**projected category sales by 2026**

Source: Euromonitor Projections as of February 2022 (rounded)



Source: IRI, All Outlets, 52 weeks ending 12/26/2021

CHOCOLATE



**58% of CMG \$ Sales**

+9.2% \$ Growth

**\$21.1B**

\$25.5B projected by 2026

NON-CHOCOLATE



**31% of CMG \$ Sales**

+14.5% \$ Growth

**\$12.7B**

\$15.2B projected by 2026

GUM + MINTS



**11% of CMG \$ Sales**

+3.8% \$ Growth

**\$3.1B**

\$4.2B projected by 2026

Source: IRI, MULO+C, 52 weeks ending 12/26/2021;  
Source: Euromonitor Projections as of February 2022 (rounded)

Note: Figures in blue represent IRI-measured channels. Figures in pink represent Euromonitor data for the total confectionery category, including non-IRI tracked channels (i.e., specialty stores).

## 2021 CHOCOLATE, NON-CHOCOLATE, GUM & MINTS PERFORMANCE

In 2021, non-chocolate confectionery resumed its role as the top growth leader, despite continued strength in chocolate. With greater consumer mobility versus 2020, gum and mint sales made a big comeback, and seasonal engagement recovered. Importantly, combined chocolate and non-chocolate dollar sales grew relative to 2020, but also improved over the pre-pandemic normal of 2019. And while dollar sales were boosted by inflation, total chocolate and candy improved in unit and volume sales as well — making 2021 a true record-high performance.

2021 chocolate sales	Change	2021 non-chocolate	Change	2021 gum and mints	Change
<b>Total chocolate: \$16.7B</b>		<b>Total non-chocolate: \$9.1B</b>		<b>Total gum &amp; mints: \$3.1B</b>	
Dollar sales	+9.2%	Dollar sales	+14.5%	Dollar sales	+3.8%
Unit sales	+2.1%	Unit sales	+7.4%	Unit sales	-1.6%
Volume sales	+4.1%	Volume sales	+7.0%		
<b>Bag/box/bar &gt;3.5 oz.: \$6.5B</b>		<b>Chewy: \$4.6B</b>		<b>Total gum: \$2.5B</b>	
Dollar sales	+10.1%	Dollar sales	+14.9%	Dollar sales	+3.0%
Unit sales	+1.8%	Unit sales	+7.7%	Unit sales	-3.1%
Volume sales	+5.4%	Volume sales	+9.6%	Volume sales	+0.0%
<b>Bag/box/bar &lt;3.5 oz.: \$5.0B</b>		<b>Total seasonal: \$1.3B</b>		<b>Sugarless gum: \$2.2B</b>	
Dollar sales	+6.7%	Dollar sales	+13.5%	Dollar sales	+3.5%
Unit sales	+3.3%	Unit sales	+5.1%	Unit sales	-2.2%
Volume sales	+3.3%	Volume sales	+0.8%	Volume sales	+0.5%
<b>Total seasonal: \$3.3B</b>		<b>Novelty: \$1.1B</b>		<b>Breath fresheners: \$601M</b>	
Dollar sales	+13.5%	Dollar sales	+29.6%	Dollar sales	+7.1%
Unit sales	+1.6%	Unit sales	+23.1%	Unit sales	+5.8%
Volume sales	+7.1%	Volume sales	+15.8%	Volume sales	+8.6%
<b>Snack size: \$1.2B</b>		<b>Hard sugar and rolls: \$597M</b>		<b>Regular gum: \$372M</b>	
Dollar sales	-1.4%	Dollar sales	+12.4%	Dollar sales	+0.4%
Unit sales	-5.7%	Unit sales	+3.4%	Unit sales	-5.6%
Volume sales	-6.5%	Volume sales	+9.8%	Volume sales	-2.5%
<b>Gift box: \$342M</b>		<b>Licorice: \$513M</b>			
Dollar sales	+14.8%	Dollar sales	+3.5%		
Unit sales	+9.5%	Unit sales	+0.1%		
Volume sales	+10.6%	Volume sales	-1.6%		
<b>Sugar-free: \$257M</b>		<b>Specialty nut/coconut: \$354M</b>			
Dollar sales	+34.3%	Dollar sales	+5.9%		
Unit sales	+21.4%	Unit sales	-0.8%		
Volume sales	+24.2%	Volume sales	+3.1%		
<b>Novelty: \$7M</b>		<b>Plain mints: \$349M</b>			
Dollar sales	-3.3%	Dollar sales	+5.1%		
Unit sales	-17.5%	Unit sales	+0.4%		
Volume sales	-61.1%	Volume sales	-2.0%		
		<b>Caramel/taffy: \$119M</b>			
		Dollar sales	+10.8%		
		Unit sales	+1.9%		
		Volume sales	+2.8%		
		<b>Sugar-free: \$97M</b>			
		Dollar sales	+7.3%		
		Unit sales	-2.9%		
		Volume sales	+3.7%		

Source: IRI, MULO+C,  
52 weeks ending 12/26/2021

## 2021 EVERYDAY AND SEASONAL PERFORMANCE

In the years leading up to the pandemic, seasonal candy was the growth leader, albeit off a smaller base. In 2020, many retailers pulled back on seasonal-specific items and backfilled with everyday items later in the year. In 2021, both retailers and consumers showed strong support for the holidays — support that paid off in big gains.

Everyday candy still represented the larger share in 2021 (82%). Seasonal candy had the higher year-on-year dollar growth at 13.5%. Everyday candy had higher unit and volume gains and better performance when compared to the 2019 pre-pandemic normal.

2021	Everyday candy		Seasonal candy	
Dollars	\$21.1B	81.8%	\$4.6B	18.2%
<b>Growth</b>	<b>Vs. 2020</b>	<b>Vs. 2019</b>	<b>Vs. 2020</b>	<b>Vs. 2019</b>
Dollars	+10.5%	+16.7%	+13.5%	+9.7%
Units	+4.5%	+3.1%	+2.7%	-2.5%
Volume	+5.5%	+6.0%	+4.7%	-1.7%

Source: IRI, MULO+C, 52 weeks ending 12/26/2021

### Celebrating the Candy Moments

Around 80% to 90% of Americans celebrate the “Big Four” seasons of Valentine’s Day, Easter, Halloween and the winter holidays by sharing and gifting confectionery some or all years, with the winter holidays and Halloween enjoying the highest engagement. There is ample opportunity to drive sales during the secondary seasons, as well, driven first and foremost by Mother’s Day. Others — like Father’s Day, the summer holidays and the Super Bowl — have significant growth potential.

# 80%

of consumers want seasonal candy and chocolate to feature packaging, shapes, colors, flavors or characters to reflect the holiday.



National Candy Month in June is a time to celebrate authentic, fun treats like chocolate, candy, gum and mints. For candymakers and retailers alike, National Candy Month can also help address the confectionery sales gap between Easter and Halloween while driving category permissibility based on emotional well-being and industry leadership. Consumers overwhelmingly agree that treats like chocolate and candy make road trips, amusement park visits, beach vacations and other summer activities more fun, and NCA estimates this promotional opportunity has the potential to add \$500 million in incremental sales to the confectionery category overall. Visit [CandyUSA.com/NCM](https://CandyUSA.com/NCM) to get started.

## 2021 SEASONS BY THE NUMBERS

### VALENTINE'S DAY 2021

Total candy 6-week period sales: \$2.9B | +4.6%  
Seasonal item sales: \$678M | -1.5%

2021 performance % change vs. YA	Seasonal chocolate	Seasonal non-chocolate
Dollar sales	+0.9%	-10.2%
Unit sales	-4.0%	-11.9%
Volume sales	-6.5%	-11.6%
Household penetration	32.6%	16.5%
Households buying 2x+	15.1%	6.1%
Dollars/buyer	\$12.81	\$6.89
Dollars/trip	\$6.44	\$4.07

### HALLOWEEN 2021

Total candy 8-week period sales: \$4.5B | +11.7%  
Seasonal item sales: \$840M | +39.6%

2021 performance % change vs. YA	Seasonal chocolate	Seasonal non-chocolate
Dollar sales	+49.9%	+25.8%
Unit sales	+41.3%	+17.4%
Volume sales	+47.1%	+12.3%
Household penetration	28.1%	24.1%
Households buying 2x+	10.8%	9.7%
Dollars/buyer	\$14.79	\$11.50
Dollars/trip	\$8.63	\$6.43

### EASTER 2021

Total candy 7-week period sales: \$4.0B | +11.8%  
Seasonal item sales: \$1.3B | +16.7%

2021 performance % change vs. YA	Seasonal chocolate	Seasonal non-chocolate
Dollar sales	+17.2%	+15.7%
Unit sales	+6.7%	+9.3%
Volume sales	+6.9%	+3.6%
Household penetration	46.1%	35.1%
Households buying 2x+	25.8%	17.7%
Dollars/buyer	\$16.95	\$9.92
Dollars/trip	\$6.91	\$4.52

### WINTER HOLIDAYS 2021

Total candy 8-week period sales: \$4.9B | +15.1%  
Seasonal item sales: \$1.4B | +13.2%

2021 performance % change vs. YA	Seasonal chocolate	Seasonal non-chocolate
Dollar sales	+11.0%	+20.4%
Unit sales	+4.9%	+17.4%
Volume sales	-1.0%	-0.1%
Household penetration	45.0%	33.7%
Households buying 2x+	24.8%	16.2%
Dollars/buyer	\$19.12	\$8.44
Dollars/trip	\$7.92	\$4.10

Source: IRI MULO+C, 6 w.e. 2/21/2021; 7 w.e. 4/11/2021; 8 w.e. 10/31/2021; and 8 w.e. 12/26/2021



## 2021 CHANNEL PERFORMANCE

Supermarkets and supercenters continue to be the largest channels for grocery purchases. In 2020, the pandemic caused a significant shift in how shoppers spent their food and confectionery dollars, but channel patterns mostly normalized in 2021. Drug and convenience trips rebounded, and many online grocery purchases moved back to being in-person trips.

2021 food/supermarkets	Change
<b>Total CMG: \$7.6B</b>	
Dollar sales	+6.3%
Unit sales	+0.1%
<b>Total chocolate: \$4.8B</b>	
Dollar sales	+5.2%
Unit sales	-1.7%
Volume sales	-0.1%
<b>Total non-chocolate: \$2.0B</b>	
Dollar sales	+10.4%
Unit sales	+4.0%
Volume sales	+4.0%
<b>Total gum/mints: \$760M</b>	
Dollar sales	+2.7%
Unit sales	-0.8%

2021 drug channel	Change
<b>Total CMG: \$2.9B</b>	
Dollar sales	+7.5%
Unit sales	+0.4%
<b>Total chocolate: \$1.8B</b>	
Dollar sales	+6.9%
Unit sales	-0.9%
Volume sales	+0.2%
<b>Total non-chocolate: \$842M</b>	
Dollar sales	+11.8%
Unit sales	+4.8%
Volume sales	+3.7%
<b>Total gum/mints: \$279M</b>	
Dollar sales	-0.9%
Unit sales	-6.0%

2021 convenience channel	Change
<b>Total CMG: \$6.8B</b>	
Dollar sales	+12.6%
Unit sales	+6.2%
<b>Total chocolate: \$3.2B</b>	
Dollar sales	+8.9%
Unit sales	+4.7%
Volume sales	+5.5%
<b>Total non-chocolate: \$2.6B</b>	
Dollar sales	+20.6%
Unit sales	+11.2%
Volume sales	+15.9%
<b>Total gum/mints: \$1.0B</b>	
Dollar sales	+5.9%
Unit sales	-2.5%

2021 food/supermarkets	Change
<b>Everyday candy: \$5.7B</b>	
Dollar sales	+7.0%
Unit sales	+1.0%
Volume sales	+3.0%
<b>Seasonal candy: \$1.1B</b>	
Dollar sales	+7.8%
Unit sales	-5.0%
Volume sales	-5.8%

2021 drug channel	Change
<b>Everyday candy: \$2.0B</b>	
Dollar sales	+9.6%
Unit sales	+3.4%
Volume sales	+4.0%
<b>Seasonal candy: \$638M</b>	
Dollar sales	+5.0%
Unit sales	-5.7%
Volume sales	-5.4%

2021 convenience channel	Change
<b>Everyday candy: \$5.7B</b>	
Dollar sales	+14.0%
Unit sales	+7.8%
Volume sales	+11.2%
<b>Seasonal candy: \$121M</b>	
Dollar sales	+13.5%
Unit sales	+6.5%
Volume sales	+10.6%

Source: IRI, Food, 52 weeks ending 12/26/2021

Source: IRI, Drug, 52 weeks ending 12/26/2021

Source: IRI, Convenience, 52 weeks ending 12/26/2021

**More than eight in 10 shoppers named a supermarket or supercenter as the store where they spent the majority of their grocery budget. Boomers over-index for supermarkets. Gen Z and Millennials over-index for supercenters.**







## 2021 ONLINE PERFORMANCE

The COVID-19 pandemic prompted a surge in online shopping: 61% of households purchased at least some groceries online in 2021, up from 41% pre-pandemic. Almost half (49%) of households purchased at least some chocolate, non-chocolate, gum or mints online in 2021. General online retailers and nearby stores represent the majority of online purchases, with convenience, free shipping and a wider assortment being the chief online purchase drivers.

	Total e-commerce		
	Dollar sales	Dollar sales change vs. YA	Dollar sales %change vs. YA
Chocolate	\$1.8B	\$263M	+17.0%
Non-chocolate candy	\$1.2B	\$247M	+26.3%
Gum and mints	\$245M	\$29.5M	+13.7%

Source: IRI, E-commerce, 52 weeks ending 12/26/2021

# The 2021 Confectionery Purchase

## New and Enhanced Confectionery Consumption Occasions

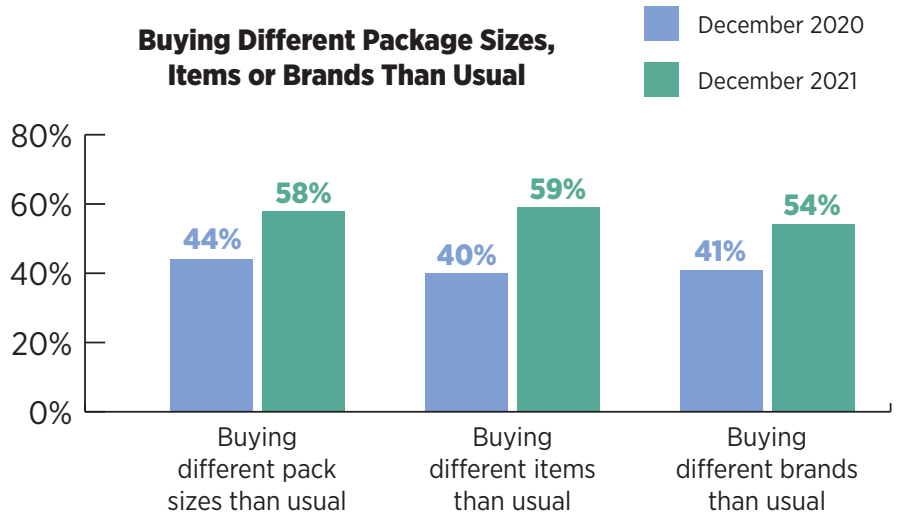
In comparison to pre-pandemic, 30% of shoppers estimate they shop in person less often and instead consolidate trips or buy online. Similarly, 49% of consumers do at-home movie nights more often, while 62% go to the theater less. Consumers also report having more snack and coffee moments at home. All these trends point to new or enhanced consumption occasions for confectionery retailing.

In-home vs. out-of-home activities	Less than before	About the same	More than before
Coffee shop trips	36%	47%	17%
Beverage/snack moments at home	3%	39%	58%
Going to the movies	62%	29%	10%
Movie night at home	9%	42%	49%
Get-togethers with friends and family	46%	39%	15%
Holiday celebrations	39%	48%	13%
Birthday parties	46%	45%	9%

That said, there are generational differences driving these trends. Baby Boomers have developed a more home-centric life, but Gen Z and Millennials are just as likely to visit coffee shops and have get-togethers, holiday celebrations and birthday parties now as they did pre-pandemic.

## Changed Purchase Drivers Remain

In 2020, 61% of shoppers changed up their confectionery purchases in one or more ways. In 2021, this share rose to 71% amid inflation, supply chain challenges and the continued impact of COVID-19. More than seven in 10 shoppers who bought differently did so on account of package, type or brand out of stocks.



While **17%** of consumers bought differently to save money, **16%** did so to buy a little luxury treat. These statistics point to growth opportunities on both sides of the value spectrum.

## A Mix of Planned and Unplanned Purchases

Chocolate and candy can be a list item as well as a spontaneous purchase. Seventy-one percent of shoppers occasionally or frequently plan to purchase candy before going shopping. At the same time, 76% regularly buy chocolate and candy when they had not planned to do so. For planned and unplanned purchases, specials and promotions are powerful, according to 70% of consumers.

# 67%

**of consumers** frequently look for specials, coupons or promotions when purchasing seasonal confectionery.

# 43%

**of shoppers** will visit a different store because of seasonal candy sales promotions.

## Sharing and Gifting

Consumers understand that chocolate and candy are treats, and they embrace them as a way to encourage social connections. Sharing a little bit of confectionery is a time-honored tradition, and across generations, sharing is an important consideration when purchasing chocolate and candy: 88% share candy with family and friends at least half the time when buying it.

Frequency of sharing with family and friends when purchasing candy	Gen Z	Millennials	Gen X	Boomers
Never or rarely	9%	13%	9%	16%
Frequently or most/all of the time	61%	61%	66%	68%

Source: 210 Analytics National Online Survey, January 2022

# 84%

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

# 81%

**of consumers** agree that chocolate and candy make great gifts.



# Emotional Well-Being and “Better for You” Treating

The pandemic has highlighted the importance of physical and emotional well-being. Seventy-two percent of consumers believe that physical health and emotional well-being are interconnected – and the importance of emotional well-being creates a special place for treats in the diet. With 78% of all adults believing it is perfectly fine to occasionally

treat with chocolate or candy, confectionery enjoys a high level of permissibility –

<b>Agreement with the statement: “It is fine to occasionally treat yourself with some chocolate or candy.”</b>	<b>All</b>	<b>Gen Z</b>	<b>Millennials</b>	<b>Gen X</b>	<b>Boomers</b>
Total disagree	4%	11%	5%	1%	2%
Total agree	78%	62%	75%	81%	87%

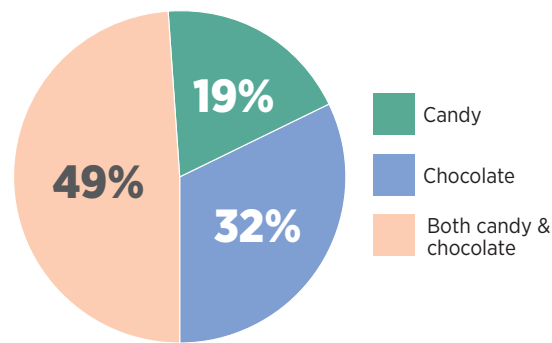
particularly among older generations and higher-frequency consumers.

## Confectionery Is an Honest Treat, but Interest in Reduced Sugar Is Growing

Confectionery also benefits from the perception that it is an honest and authentic treat: most candy contains sugar, and consumers expect it to.

At the same time, 44% are interested in trying chocolate or candy that is either sugar-free or low in sugar. While still below half, this is up from 31% two years ago. The top reason for being interested in low-sugar or sugar-free chocolate or candy is a desire to manage overall sugar intake, though interest drivers vary widely by age. Notably, 36% of Gen Z are interested because they prefer the taste of low-sugar or sugar-free items.

**Interested in Low-Sugar or Sugar-Free\***



\*Among those interested in trying sugar-free or low-sugar chocolate or candy

<b>Reasons for being interested in trying chocolate and candy that is low-sugar or sugar-free</b>	<b>Gen Z</b>	<b>Boomers</b>
Managing my sugar intake	34%	62%
Maintaining a healthy weight	28%	45%
Feel better about eating sugar-free chocolate/candy	43%	37%
Managing a specific medical condition, such as diabetes	15%	27%
Prefer the taste	36%	6%

The potential market for reduced-sugar or sugar-free chocolate and candy is much smaller than total household engagement, but the rising interest and the myriad drivers behind the growing interest signal a growth opportunity for the industry.

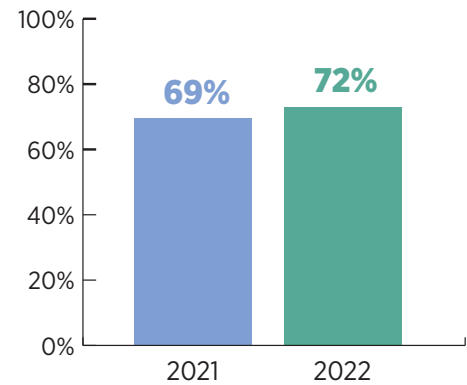
## Portion Size Variety Is Popular

The confectionery industry has committed to provide more portion and package size variety and options – and the idea of portion size variety is met with great appreciation. Nearly three-quarters of consumers agree that it is important for chocolate and candy brands to offer a variety of portion sizes.

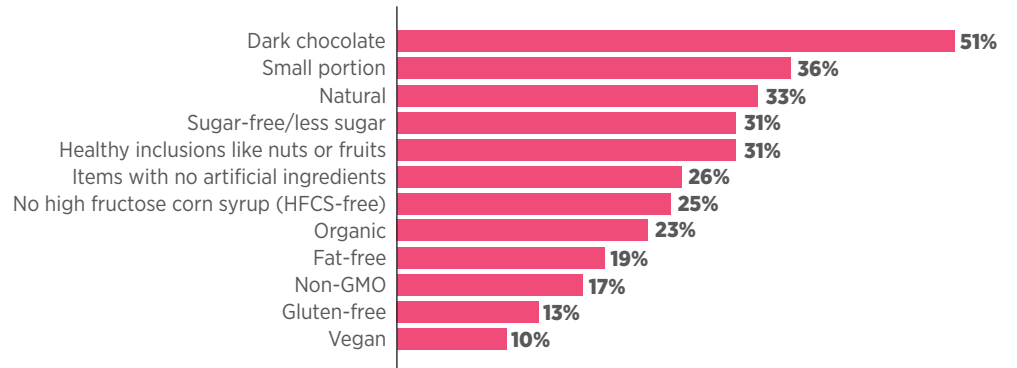
## Is There Such a Thing as “Better-For-You” Confectionery?

Consumers’ definitions of better-for-you candy are multi-faceted, on average including more than three factors. Boomers are much more likely to include dark chocolate, smaller portions and healthy inclusions into their definition of better-for-you confectionery. Millennials and Gen Z have an above-average focus on various attributes that include organic, fat-free, gluten-free and vegan.

**Agreement with statement:  
“It is important for chocolate/candy brands to offer portion size variety.”**



**Consumers’ definition of “better-for-you” chocolate and candy**



## Better-for-You Is an Occasional Choice at Most

Still, using their own definition of better-for-you chocolate and candy, only 15% frequently buy accordingly. A much higher 47% only occasionally purchase better-for-you options, and 38% say they do so hardly ever or never. Shoppers who focus on production attributes such as organic and vegan in their definitions are more likely to buy accordingly.

## “Real” Has the Highest Purchase Influence

Many items have package callouts ranging from no artificial colors to fat-free, organic and vegan. Seventy-seven percent of consumers say one or more package callouts can affect their purchase decisions.

Top package callouts affecting purchase decisions:

- 1**  
**“Real”**  
(e.g., real dairy, real fruit, etc.)
- 2**  
**Natural vs. artificial flavors**
- 3**  
**Natural vs. artificial colors**
- 4**  
**All natural**

# Connecting with Consumers

## Candy Consumers Are Active Social Media Users

More than four in 10 candy consumers who are active on one or more social media platforms are connected to either a store where they purchase confectionery (45%) or a confectionery brand (41%). Not surprisingly, connectivity with a confectionery brand is highest among Gen Z, Millennials and urbanites.

## Two-Thirds Have Researched Candy Usage Occasions on Social Media

Across demographics, 66% of consumers have researched one or more candy usage occasions on social media. Among those that do, gifting and baking ideas and inspiration are the most popular confectionery-related research topics, particularly among Millennials who are known to like personalized gifts.

### Confectionery-related ideas and inspiration researched on one or more social media platforms



Social media allows confectionery brands and retailers to address a wide variety of usage occasions among prospective and current customers. It is precisely these additional usage occasions that drive secondary trips during seasonal times. Social media ideation surrounding baking, decorating, games and more can also be the starting point of an entire usage occasion.

**42%**  
of **TikTokers**  
participate in  
food challenges  
occasionally or  
"all the time."

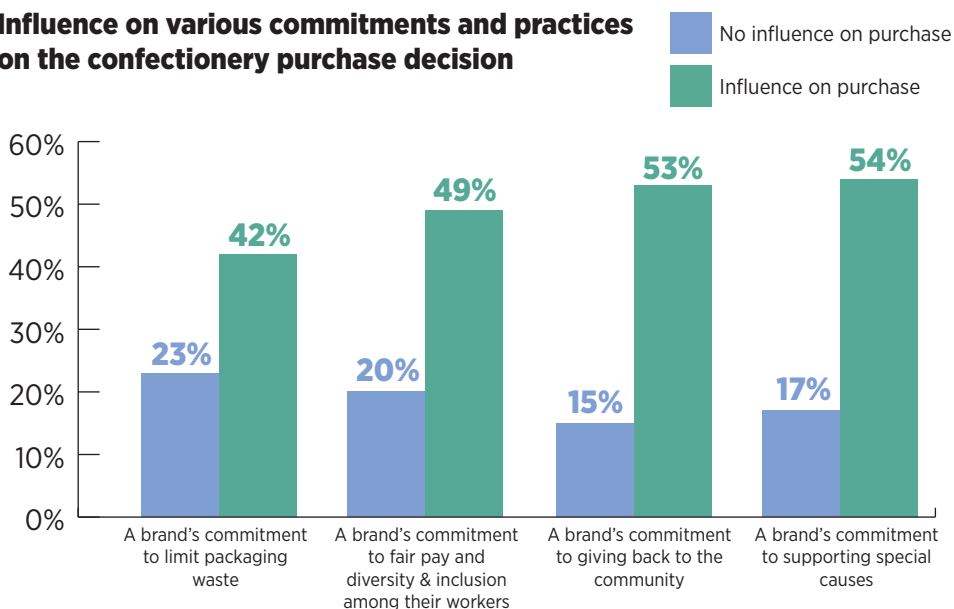




## Consumers Want to Know More

Confectionery brands' commitments to give back to the community or support special causes influence purchase decisions, according to 50% of consumers. Gen Z and Millennials are more likely to also weigh initiatives regarding limiting packaging waste and commitments relative to fair pay and diversity & inclusion.

### Influence on various commitments and practices on the confectionery purchase decision



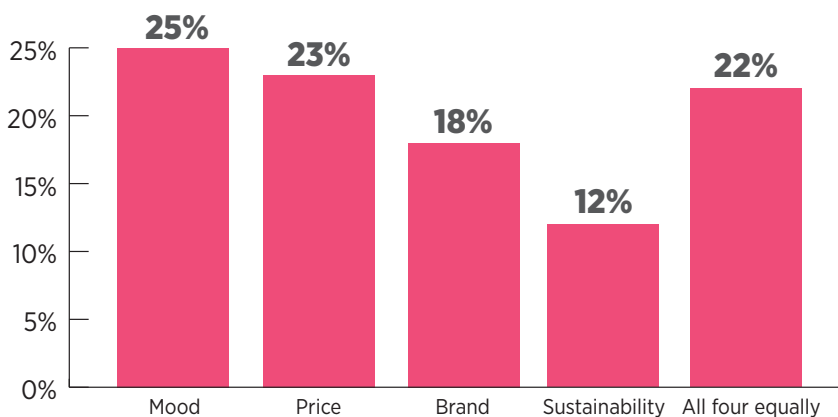
The three big known influencers of the chocolate and non-chocolate purchase are price, brand and mood. When measuring the impact of “sustainability” in the widest sense of the term, only 12% say the importance of sustainability overrides that of price, mood or brand; it is more often the tie-breaker or the cherry on top.

Nearly nine in 10 consumers (88%) are interested in seeing information about confectionery brands' commitments and practices in the areas of environmental sustainability, social responsibility and giving back.

The top three preferred ways of learning about a brand's practices and commitments to the planet, workers and people include:

- 1 Package label**
- 2 Brand's website**
- 3 Social media**

### Importance of sustainability (people, planet and community) in relation to price, brand and mood



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National Confectioners Association

ALWAYS A TREAT

NCA's third annual Sweet Insights: *State of Treating* 2022 report offers insights that fuse proprietary NCA consumer survey findings with 2021 syndicated category and channel performance data. This collection of insights is intended to provide a deeper understanding of consumer wants and needs during the COVID-19 pandemic, corresponding shifts in the retail landscape and opportunities for the future to support continued category growth.

In addition to year-over-year trending information related to category and sub-category performance, channel choices and the role of candy during holidays and special occasions, key areas of exploration in the 2022 *State of Treating* report include:

- The influence of inflation and supply chain challenges on the confectionery purchase
- Pandemic shopping and consumption patterns with sticking power
- Shoppers' definition of and engagement with "better-for-you" confectionery
- Confectionery in a world of transparency and social responsibility
- Social media influence and confectionery

**To download the full report, visit [CandyUSA.com/StateOfTreating](https://CandyUSA.com/StateOfTreating).**