

DATAPOINTS

Holidays Spur Impulse Snack Sales

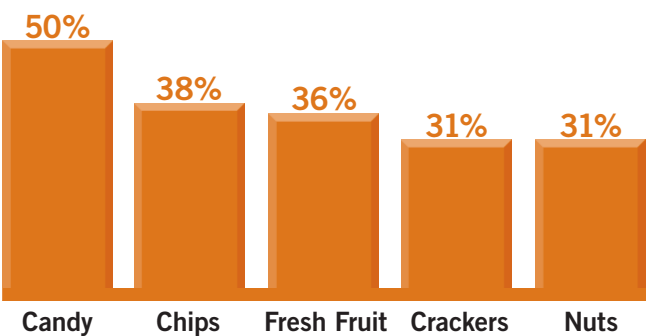
Impulse purchases help drive sales of candy and other snacks during the winter holidays, according to the SnackTrack Holidays Christmas Profile, released last week by NPD Group, Port Washington, N.Y. The survey, which polled 4,906 adults about their snack-shopping plans and their purchases during the holiday season of last year, found that 50% of adults buy candy for some holiday purpose — whether as a gift, for at-home entertaining or for themselves and their family to eat. When it comes to the type of candy consumed, 51% of candy eaters

consume seasonal/holiday chocolate candy. Candy canes are next, followed by snack-size chocolate candy bars, gift box chocolates and then seasonal/holiday non-chocolate candy. Impulse is the premier driver for 15% of candy/treat purchases. Women were more likely to buy on impulse than men, and also shopped the store differently — women gravitated to the seasonal section for candy shopping while men favored the regular candy section.

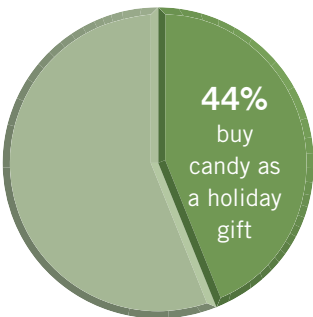
SOURCE: NPD Group

Holiday Snack Shopping List

(% of consumers who purchase as a holiday snack)



Holiday Candy Sales



Impulse Sales by Age

(Snack purchases during holidays)

	PLANNED TO BUY	ACTUALLY BOUGHT
Age 18-34	37%	42%
Age 34-55	29%	53%
Age 55+	21%	53%

“The winter holiday period offers manufacturers and retailers incredible potential for growth, and an opportunity to differentiate brands and drive additional sales by understanding consumers’ attitudes and behaviors related to candy.”

— DARREN SEIFER, food and beverage industry analyst, NPD Group

Candy Spending vs. Budget

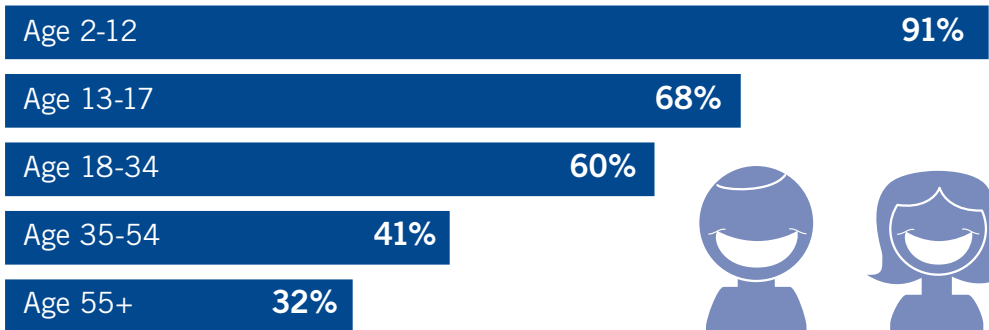
	BUDGETED	PURCHASED
Bought as gift	21%	22%
For self/family to eat	35%	27%
Entertaining	17%	14%
Other holiday use	4%	5%

54%

of shoppers buy holiday candy for themselves or their families to eat

Holiday Excitement

(% of each age group “extremely” or “very” excited about winter holidays)



28%
of shoppers buy candy for holiday entertaining

