Total holiday spending grew in 2020 +8.3% to $789 BILLION. $7 BILLION was spent on the candy and snack categories.

Source: NRF Winter Holiday Headquarters January 2021
MERCHANDISING KEY SNACKING CATEGORIES drives incremental sales for the holiday season.

Sales nearly DOUBLE for snacking items with QUALITY MERCHANDISING in store:

- +98% Cookies & Crackers
- +81% Snacks

Source: IRI Worldwide 2020
91% OF CONSUMERS celebrate winter holidays like Christmas, Hanukkah and Kwanzaa.

Source: NRF Winter Holiday Headquarters 2020
Online sales and other non-store shopping **GREW 23.9% IN THE 2020 HOLIDAY SEASON** to **$209 BILLION** and is expected to remain strong even after the pandemic.

*Source: NRF January 2021*
Retail winter holiday chocolate and candy sales reached $4.7B, up +4.1% IN 2020.

Source: IRI Worldwide 2020; NCA/210 Analytics Holiday Review
MERCHANDISING PRODUCTS by price point makes it easy for your shoppers to find GIFTS AND STOCKING STUFFERS for everyone on their holiday shopping list.

Photo: Target, courtesy of 210 Analytics
Consumers spent $1.3B on seasonal candy between Black Friday and New Year’s Day to celebrate the winter holidays.

Source: IRI Worldwide Holiday Season 2020
GET CREATIVE AND FESTIVE during the holiday season. Introduce points of disruption and draw shoppers’ attention to secondary SEASONAL DISPLAYS.
Candy Features and Displays during the winter holiday season deliver the highest incrementality for retailers with nearly 3x everyday sales.

Food and Drug channel lifts:

- Candy: +256%
- Seasonal Candy: +291%

Source: IRI Worldwide 2020

Photo: Sprouts, courtesy of 210 Analytics
Destination Retail/ Merchandising

Merchandise candy and snacks in other HIGH HOLIDAY TRAFFIC AREAS in the store:

- Grocery aisle
- Baking
- Greeting cards
- Decorations
- Produce
- Adult beverages
Online spending during holiday 2020 was massive:

- **$11.8B** Holiday (Thanksgiving to Cyber Monday)
- **$9.0B** Black Friday
- **$10.8B** Cyber Monday

Online shopping drove chocolate and candy sales up 10%.

*Source: Sales Force 2020; Adobe Analytics 2020; IRI Worldwide 2020*
At 77% of consumers, snacks were the most likely category to be purchased online for the holidays.

Source: Frito-Lay U.S. Snack Index Jan. 6, 2021, n = 2,201
50% of Cyber Week shopping orders were made from a MOBILE PHONE.

Source: Adobe Analytics
Favorite holiday candies by state:

**PEPPERMINT BARK**
California, Iowa, Tennessee, Texas

**REINDEER CORN**
Alabama, Delaware, New Hampshire, Rhode Island

**CANDY CANES**
Washington, DC, Louisiana, Massachusetts

**CHOCOLATE SANTAS**
Maine, North Dakota, New Mexico, South Dakota, Wyoming

**MINI PEANUT BUTTER CUPS**
Arizona, Indiana, Minnesota, New Jersey, Pennsylvania

Source: CandyStore.com
Snack promotions deliver incremental sales during the holiday season:

42% of holiday snack sales are on promotion

27% of these sales are incremental to the category during this period

Source: IRI Worldwide Holiday Season 2020
SOCIAL PLATFORMS are an important source of holiday gift inspiration AMONG YOUNGER SHOPPERS.

Platforms utilized by SHOPPERS 18-34:

- Facebook: 23%
- Instagram: 20%
- Pinterest: 18%

Source: NRF 2020
40% of consumers begin their holiday shopping before Halloween.

OVERLAPPING Halloween and Winter Holiday confectionery displays may help **DRIVE EARLY SALES.**

*Source: NRF 2020*
56% of consumers buy all their seasonal items at the same store.

Source: 210 Analytics Seasonal Survey 2020  n=1500
86% OF SHOPPERS purchase their grocery items at grocery stores and supercenters yet are making fewer trips to meet their seasonal needs.

MERCHANDISING seasonal chocolate, candy, and snack items STIMULATES IDEAS FOR HOLIDAY ENTERTAINMENT while retaining and growing trips.

Source: NCA custom seasonal research – Celebrating Confectionery Seasons n=1500
186 MILLION AMERICANS begin their winter holidays shopping Thanksgiving weekend.

Source: NRF 2020
New Years Eve a $1.95 BILLION snacking opportunity

Source: IRI salty snacks, nuts/seeds, and cookies and crackers 2 weeks ending 1/10/21
AVERAGE SPENDING PER PERSON for key winter holidays was $998 – with $230 SPENT ON NON-GIFTS like food, cards and decorations.

Source: NRF 2020
37% of families bake with confections and snacks.

Source: 210 Analytics/NCA Seasonal Survey Research 2020 – n=1500
Snacks also add fun to SEASONAL BAKING AND CRAFTING

yourcupofcake.com
THOUSANDS of winter SEASONAL RECIPES involve chocolate and candy.

How are you inspiring CREATIVE BAKING to include chocolate and candy?

www.delish.com/holiday-recipes
83% of consumers will use a snack food as an ingredient in their holiday cooking.

Source: Frito-Lay U.S. Snack Index Jan. 6, 2021, n = 2,201
53% bake or cook with seasonal candy

35% decorate a gingerbread house or man

Source: NCA Custom seasonal research – Celebrating Confectionery Seasons n=1500
Help your shoppers **INCLUDE CONFECTIONS** in winter holiday recipes to **BOOST SALES** in both confectionery and baking aisles.
32% of consumers craft with seasonal candy.

Source: NCA Custom Shopper Research 2020 - “Celebrating Confectionery Seasons”
48% of consumers decorate the tree or packages with chocolate and candy.

Add to the fun and festivity by merchandising seasonal chocolate and candy with holiday decorations.

Source: NCA Custom Shopper Research 2019 - “Celebrating Confectionery Seasons”
Winter holidays represent the HIGHEST SPENDING AND LEADING ENTERTAINMENT AND GIFTING occasions. Candy and snacks are CENTRAL TO SEASONAL SPENDING.

Source: NRF 2020
78% OF CONSUMERS spend time with family and friends during the winter holidays.

Source: National Retail Federation
Merchandising candy ADJACENT TO BAKING ITEMS offers shoppers seeking to add fun and festivity to the holidays solutions FOR SEASONAL ENTERTAINMENT.
Winter holiday celebrations represent a **$7B OPPORTUNITY** to meet all your shoppers’ snacking needs. Key holiday snacking categories:

- **$2.5B** Salty snacks
- **$696M** Cookies & Crackers
- **$537M** Meat snacks
- **$327M** Nuts & Seeds

*Source: IRI Worldwide Holiday Season 2020*
HOLIDAY GIFTING
93% OF CONSUMERS gift chocolate and candy for the holidays.

Source: 210 Analytics Seasonal Survey 2020  n=1500
Americans send 1.6 BILLION HOLIDAY GREETING CARDS every year with CHRISTMAS LEADING all seasons.

Source: Greeting Cards Association
Merchandising HOLIDAY GREETING CARDS AND CANDY together makes it easy for your shoppers to PURCHASE SEASONAL CHOCOLATES AND CANDY when picking out their holiday cards.
CAPTURE YOUR SHOPPERS’ IMAGINATION with in-store theater to make your store a HOLIDAY DESTINATION – and promote purchases of SEASONAL CONFECTIONERY stocking-stuffer items.
58% of consumers include seasonal candy items in stockings or gifts.

Are you providing **SOLUTIONS** for **HOLIDAY STOCKING STUFFERS** for your shoppers?

*Source: NCA Custom Shopper Research 2020 - “Celebrating Confectionery Seasons”*
HANUKKAH
7.2 MILLION AMERICANS celebrate Hanukkah
Top 20 metro areas represent 79% OF CELEBRATIONS
Source: Public Policy Polling
CELEBRATE HANUKKAH 2021
November 28th through December 6th

Include traditional foods & treats:

- Sufganiyot (fried jelly doughnuts)
- Bimuelos (fried doughnut fritters)
- Chocolate “gelt” (money candy)
- Hanukkah cookies

Source: jewishchronicle.timesofisrael.com
Hanukkah home decorations can include **BLUE**, **WHITE AND SILVER** candies and other treats.
FEATURE BAKING RECIPES like “dreiels,” blue Hanukkah candy and cookies, candy Latkes or chocolate pretzel sticks IN SOCIAL MEDIA.

Merchandise ingredients together with IN-STORE DISPLAYS and RECIPE IMAGES.
Kwanzaa begins on **DECEMBER 26TH** and ends on **JANUARY 1ST**

- **4%** of Americans celebrate Kwanzaa
- Approximately **12.5M** people
- Spend an average of **$77** per person on gifts
- Estimated at **$963M** in spending

*Source: Nationaltoday.com; Public Policy Polling*
Spending for Kwanzaa greeting cards: $159M
Kwanzaa greeting cards purchased: 39M

Source: Greeting Card Association
Digital and in-store promotion of items that complement Kwanzaa rituals and crafts can drive incremental sales.

**CANDLES  CORN  FRUITS**
BIRTHDAYS
NINE OUT OF 10 US HOUSEHOLDS buy greeting cards.

Americans buy 6.5 BILLION GREETING CARDS a year, representing an $8B INDUSTRY.

Sources: Greeting Card Association 2021
Someone's having a birthday every day... with **10,267 AVG. U.S. BIRTHS/DAY.**

**AUGUST** is the biggest birthday month.

Birthday cards are the **MOST POPULAR EVERYDAY GREETING CARD** occasion.

*Sources: U.S. Census Bureau (census.gov) and Greeting Card Association 2021*
Chocolate and candy displays in greeting card aisles **MAKE IT EASY FOR YOUR SHOPPERS** to add candy to their baskets when picking out their birthday cards.

Stimulating shoppers to buy candy along with greeting cards can **BOOST BIRTHDAY CELEBRATION SALES BY UP TO +25%**.

Source: Greeting Card Association (avg retail price of birthday cards); IRI MULO+C - 52 weeks ending 5/16/2021 (avg retail prices for multi-pack candy)
Build ready-to-go birthday CANDY BOUQUETS AND GIFT BUNDLES for convenient gifting solutions.