Super Bowl
$14B  U.S. overall spending for the Super Bowl

Source: NRF 2021
The Super Bowl is a $1.8B snacking event and is the leading annual occasion for snacks.

Source: IRI Worldwide 2021 – Super Bowl Recap
BIG BUSINESS FOR THE BIG GAME

Purchases for the two weeks leading up to the Super Bowl added up to:

- $3.27B on snacks, cookies, crackers and treats
- $1.8B on snacks
- $844M on chocolate and candy

Source: IRI Worldwide 2020, MULO+C, 2 weeks ending 2/7/2021
TOP 5 SUPER BOWL SUNDAY FOODS

- Vegetables
- Potatoes
- Salty snacks
- Carbonated soft drinks
- Sandwiches

Source: NPD Group
SUPER BOWL SHOPPERS WILL BUY:

43% snacks and beverages they typically have at home

39% extra snacks

Source: IRI Worldwide 2021 – Super Bowl Recap
LEADING SNACK SEGMENT SALES FOR THE TWO WEEKS LEADING UP TO THE SUPER BOWL

- Salty snacks: $1B
- Cookies and crackers: $661M
- Granola bars: $258M
- Nuts and seeds: $213M
- Meat snacks: $119M

Source: IRI MULO+C, 2 weeks ending 2/7/21
WHO’S WATCHING THE SUPER BOWL?

- 186 million people - nearly 2/3 of all Americans
- 96 million households
- 48% watch alone or with family
- 17% watch with people outside their household
- 77% buy food and beverages for the big game

Source: NRF 2021
Among those who watch the Super Bowl, 90% say they watch the game no matter which teams are playing.

Source: Frito-Lay U.S. Snack Index Jan. 6, 2021, n = 2,201
Super Bowl party goers are there for the food and prefer snacks. **80% OF ADULTS** think a Super Bowl spread isn’t complete without snacks and dips.

*Source: Frito-Lay U.S. Snack Index Jan. 6, 2021, n = 2,201*
MOST POPULAR DIPS TO PAIR WITH SUPER BOWL SNACKS INCLUDE:

42% Salsa
38% Cheese dips and spreads
33% French onion dip
32% Guacamole

Source: Frito-Lay U.S. Snack Index Jan. 6, 2021, n = 2,201
Spicy and out-of-the-box flavors are hot for younger consumers. While all generations are most likely to偏好经典口味（53%），Gen Z and millennials favor flavors like hot and spicy or more elevated/amplified flavors. 

BUILD A ONE-STOP SUPER BOWL PARTY SHOP.

You’ll inspire a higher ring on the market basket and make it easier for your shopper to stock up on all their Super Bowl watch party needs.

Include:
- Adult and non-adult beverages
- Salty snacks, dips and salsa
- Crackers
- Nuts
- Meat snacks
- Pizza party packs
- Cookies
- Candy bowl chocolates and candy
## Super Bowl Foods by the Numbers

<table>
<thead>
<tr>
<th>Food</th>
<th>Quantity</th>
<th>Quantity Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potato chips</td>
<td>11 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Tortilla chips</td>
<td>8.2 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Ribs</td>
<td>10 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Popcorn</td>
<td>3.8 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Nuts</td>
<td>1 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Avocados</td>
<td>1 million pounds</td>
<td>Pounds</td>
</tr>
<tr>
<td>Beer</td>
<td>326 million gallons</td>
<td>Gallons</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>2.37 million gallons</td>
<td>Gallons</td>
</tr>
</tbody>
</table>

*Source: gardenuity.com/shocking-super-bowl-food-stats/*
WHAT AMERICA EATS DURING SUPER BOWL

- Chips and dip: 40%
- Chicken wings: 36%
- Pizza: 35%
- Nachos: 29%
- Cheese and crackers: 20%
- Cookies: 18%
- Burgers/sliders: 17%
- Meatballs: 12%
- Tacos: 12%
- Ice cream: 12%

Source: YouGovAmerica.com
Secondary store placements can drive **+$144 MILLION** in incremental sales in the weeks leading up to the Super Bowl.

**SALES SPIKES DURING THE WEEK OF SUPER BOWL:**

- Tortilla chips: 24.3%
- Pretzels: 14.5%
- Potato chips: 11.8%
- Refrigerated dips: 33.0%
- Dry dip mixes: 53.0%

*Sources: IRI two weeks ending 2/7/21; SNAC International Association, January 2020*
Valentine’s Day
52% OF AMERICANS participate in Valentine’s Day.

SPENDING TOPS $21B ON GIFTS for partners, family, pets and friends.

Source: NRF Valentine’s Day Headquarters 2021
CAPITALIZE ON THE SOCIAL FOOD BOARD TREND by putting everything your shoppers need to create one-of-a-kind displays right at their fingertips. For Valentine’s Day, that includes heart-shaped bowls, printed dish towels, holiday-themed napkins and plates and a variety of red, pink and white candy and snacks.
86% of Americans have shared gifts of chocolate and candy during Valentine’s Day.

Source: 210 Analytics Seasonal Survey 2020 n=1500
54% of Americans routinely share gifts of chocolate and candy during Valentine’s Day.

Source: 210 Analytics Seasonal Survey 2020 n=1500
$27 billion

Total U.S. spending for Valentine’s Day celebrations in 2021

Source: NRF 2021
Average total spending for celebrating Valentine’s Day: $196 per person

Source: NRF 2021
Spending per buyer for Valentine’s Day seasonal chocolates

$12.35 average

Source: IRI Panel Data, 6 weeks ending 2/14/2021
$4.12 AVERAGE Seasonal non-chocolate spending per buyer for Valentine’s Day

Source: IRI Panel Data, 6 weeks ending 2/14/2021
42% of people have a seasonal Valentine’s Day candy bowl at work or home.

Source: 210 Analytics Seasonal Survey 2020 n=1500
American men say they often purchase their Valentine’s Day gifts on February 14.

Make life easier for last-minute shoppers and build baskets at the same time by placing a **WEEK-OF DISPLAY** with cards, chocolate, wine, flowers and other gifts in a prominent location **NEAR THE STORE ENTRANCE.**
CANDY LEADS Valentine’s Day gifting with 54% of Americans making candy purchases followed by 44% GREETING CARDS and 36% FLOWERS.

Source: NRF Valentine’s Day Headquarters 2021
The top three Valentine’s Day gifts are #1 CANDY, #2 GREETING CARDS AND #3 FLOWERS.

MERCHANDISE CANDY WITH FLOWERS and/or cards to incent incremental purchases.
GALENTINE’S DAY was created by a fictional character on the popular TV series *Parks and Recreation* in 2010. It has since become a popular add-on to Valentine’s Day.

Help your shoppers find the right items for a GIRLS’ NIGHT IN!
COUPLE WINE AND CHOCOLATES together on a display to provide easy, **ADD-ON PURCHASE IDEAS** for your shoppers and spark a romantic dinner at home – or a fun way to celebrate Galentine’s Day!

Photo: Whole Foods
Valentine’s Day is a $3.2B confectionery season with 62.5% of sales coming from chocolate.

Source: IRI, MULO+C, 6 week period 2021, includes Everyday + seasonal SKUs period sales
AMERICANS BUY 145 MILLION greeting cards each year to celebrate Valentine’s Day.

Source: Greeting Cards Association Facts 2019
Merchandise **GREETING CARDS AND CHOCOLATE** together.

**MAKE IT EASY FOR YOUR SHOPPERS** to add on a box of chocolates when they are picking out their Valentine’s Day cards.
Bake or cook with seasonal themed chocolate and candy for Valentine’s Day.

Source: 210 Analytics Seasonal Survey 2020 n=1500
EXTEND THIS FAMILY ACTIVITY into a bigger basket ring by making candy part of the CRAFTING EXPERIENCE.

26% of consumers decorate with candy at Valentine’s Day. 23% craft using candy.

Source: 210 Analytics Seasonal Survey 2020 n=1500
Leverage the idea of Valentine’s Day crafting and decorating by **SHOWING WAYS TO USE CANDY IN DECORATING AND CRAFTING** in your signage and displays.

**USE SOCIAL MEDIA** to create discussions around crafting ideas involving candy.

Photo: Pinterest
70% OF CHOCOLATE HEARTS sold in drug stores are purchased in the last 48 hours leading up to Valentine’s Day.

Source: GourmetGiftBaskets.com February 2021
MERCHANDISING TIMING IS CRITICAL

KEEP YOUR SHELVES STOCKED with chocolate and candy – especially gift boxes – FOR THE FINAL DAYS LEADING UP TO VALENTINE’S DAY to ensure maximized seasonal sales.

Make sure your shoppers can find LAST-MINUTE GIFTING NEEDS.
Family Movie Night
70% of people said they would rather watch movies at home, even when theaters re-open after the pandemic.

Source: MarketWatch.com May 2020; Variety.com
Streaming movies continues to grow in popularity.

Netflix added **26 MILLION** new subscribers in 2020.

Disney+ has added more than **70 MILLION**.

Source: Statista Research 2021; BackLinkO.com; The Walt Disney Company
Americans eat an average of 21 SNACKS EACH WEEK. 81% OF SNACKS are most often enjoyed at home.

Source: OnePoll August 2018; Farm Rich
Most treats are enjoyed in the evening.

135*  
Evening treat

190*  
After-dinner dessert

*100 = average consumption across day parts
Take advantage of **AT-HOME MOVIE NIGHTS AND FAMILY COCOONING OCCASIONS** to help your shoppers stock up on their favorite snacking and treating favorites.

Merchandise **FAMILY AND SHARE SIZE** snacks and treats together.
Consumers are highly engaged in the NCAA tournament.

58% of adults are interested.

10.5 MILLION viewers watch the entire tournament; 19.6 MILLION tune in for the finals.

On average, fans watch about 8 HOURS of the tournament (2 hours/week).

78% of employees claim celebrating March Madness boosts morale.

Source: Nielsen/WalletHub.com
Snack sales during March Madness: $8.6B

- $6B total snacks; $748M = incremental sales
- $2.6B total chocolate and candy; $339M = incremental sales

Source: IRI weeks ending 3/1/2020 – 4/5/2020
March Madness’ Final Four is the #2 MOST WATCHED SPORTING EVENT IN THE U.S.

Source: Bleacher Report.com
March Madness is a nearly $1B Promotional Opportunity for watch parties and family gatherings to monitor tournament brackets and count down to the finals.

Source: CNBC March 2021
March Madness is an opportunity to highlight snacking and treating for a whole month.

Photo: Walmart, courtesy of 210 Analytics
Build your own **FINAL FOUR DISPLAYS** to capture your share of shoppers all March, including **LEADING CANDY TREATS AND SNACKS:**

- Fun-size chocolates
- Chewy candies
- Candy bowl chocolates and candies
- Salty snacks, dips and salsa
- Nuts
- Granola/snack bars
- Trail mixes
- Meat snacks

Tie in **BEVERAGES** to boost your ring at the register.