

# [Global candy sales](https://assignbuster.com/global-candy-sales/)

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Global Candy Sales | | | Market Share |$ Sales in Millions | | Brand | Company | 2011 | 2012 | 2011 | 2012\* | | Snickers | Mars Inc | 1. 7 | 1. 8 |$3, 286 |$3, 572 | | M&M's | Mars Inc | 1. 8 | 1. 8 |$3, 380 |$3, 494 | | Trident | Kraft Foods Inc | 1. 8 | 1. 7 |$3, 354 |$3, 321 | | Reese's | Hershey Co, The | 1. 3 | 1. 4 |$2, 553 |$2, 679 | | Galaxy/Dove | Mars Inc | 1. 3 | 1. 3 |$2, 407 |$2, 597 | | Milka | Kraft Foods Inc | 1. 3 | 1. 3 |$2, 530 |$2, 510 | | Cadbury Dairy Milk | Kraft Foods Inc | 1. 3 | 1. 3 |$2, 414 |$2, 506 | | Orbit | Mars Inc | 1. 3 | 1. 3 |$2, 441 |$2, 501 | | Extra | Mars Inc | 1. 1 | 1. 2 |$2, 115 |$2, 231 | | Kit Kat | Nestlé SA | 1. 0 | 1. 0 |$1, 933 |$1, 979 | | Mentos | Perfetti Van Melle Group | 0. 9 | 0. 9 |$1, 649 |$1, 711 | U. S. Candy Sales | | | Market Share |$ Sales in Millions | | Brand | Company | 2011 | 2012 | 2011 | 2012\* | | Reese's | Hershey Co, The | 7. 6 | 7. 7 |$2, 479 |$2, 603 | | M&M's | Mars Inc | 6. 8 | 6. 8 |$2, 238 |$2, 300 | | Snickers | Mars Inc | 5. 5 | 6. 0 |$1, 815 |$2, 020 | | Kit Kat | Hershey Co, The | 2. 8 | 2. 8 |$917 |$948 | | Twizzlers | Hershey Co, The | 2. 3 | 2. 4 |$746 |$801 | | Trident | Kraft Foods Inc | 2. 2 | 2. 0 |$732 |$674 | | Twix | Mars Inc | 1. 8 | 1. 9 |$598 |$655 | | Extra | Mars Inc | 1. 8 | 1. 8 |$598 |$610 | | Orbit | Mars Inc | 1. 7 | 1. 6 |$561 |$549 | | Milky Way | Mars Inc | 1. 6 | 1. 6 |$516 |$539 | | Galaxy/Dove | Mars Inc | 1. 6 | 1. 5 |$523 |$504 | | Starburst | Mars Inc | 1. 3 | 1. 4 |$433 |$467 | | Godiva | Yildiz Holding AS | 1. 1 | 1. 2 |$373 |$391 | |\*2012 figures are projections. Source: Euromonitor Internationa | | | | | | Snickers Surging to Top of Global Candy Race | | Mars-Owned Candy Bar Set to Pass Sibling M&M's, Kraft's Trident in New Euromonitor Ranking | | By: E. J. Schultz Published: September 20, 2012 | | 208share this page | |[pic][pic][pic][pic] | | There is a new candy kingpin. | | Snickers will pass M&M's as the top international confectionery brand by the end of the year, giving the 82-year-old candy bar a satisfying | | victory in the global chocolate wars, according to a projection by Euromonitor International. | | Snickers is " definitely on target to surpass M&M's," Lee Linthicum, Euromonitor's global head of food research, told Ad Age. He cited U. S. | | innovations and strong growth in emerging markets as factors in moving the candy bar from No. 3 to No. 1, also surpassing Trident. Going | | forward, the race for the top is now a sibling rivalry because Mars Inc. owns Snickers and M&M's, which are separated by a razor-thin | | margin. | | While a win for Mars, the rankings are a loss for Kraft Foods' Trident. The gum brand fell from second to third place as projected 2012 | | worldwide sales slipped to $3. 32 billion from $3. 35 billion in 2011. Kraft remains the global leader with 14. 7% share when all confectionery| | brands are totaled. But the food giant's share of the category fell from 14. 8% in 2011, while No. 2 Mars jumped to 14. 4% from 14. 1%, | | according to Euromonitor. | | The shift at the top was first reported by Candy & Snack Today, a publication by the National Confectioners Association. | | Among individual brands, the worldwide candy battle remains close and fragmented, with only a fraction of a share point separating the top | | 10. | | Snickers is expected to surge from $3. 29 billion in global sales last year to $3. 57 billion for 2012, capturing a 1. 8% share, according to | | Euromonitor projections. The brand, whose ad agency is BBDO, has been backed with major media investments in recent years, including Super | | Bowl spots featuring Betty White and Roseanne Barr, who have both stared in the ongoing " You're Not You When You're Hungry" campaign. | | But M&M's -- which Mars featured in this year's Super Bowl spot-- is not far behind, growing from $3. 38 billion to $3. 49 billion in global | | sales, according to Euromonitor projections. | | Mr. Linthicum attributed Snickers' climb to its strong performance in the U. S., which accounts for a huge share of the global candy market. | | Domestically, the candy bar has aggressively pushed a line extension called Snickers Peanut Butter Squared, which launched last year and | | features two square-shape bars that adds peanut butter to the familiar mix of peanuts, caramel, nougat and milk chocolate. | | Globally, the brand is benefiting from strong growth in Eastern Europe. In Russia, sales have doubled since 2007 to $300 million, partly as | | a result of distribution gains Mars has made by acquiring some ex-Soviet chocolate companies, he said. While that should also help M&M's, | | the bite-size candies face more competition in the region, where smaller candies are more established and familiar, Mr. Linthicum said. By | | contrast, candy bars like Snickers are more of a novelty, he said. | | In the U. S., Hershey Co.'s Reese's is expected to remain the top brand, with a projected $2. 6 billion in sales capturing 7. 7% market share | | for 2012, according to Euromonitor, which uses a variety of sources to track all sales channels, from Walmart to vending machines. M&M's, | | which is also handled by BBDO, is projected to hold onto the No. 2 slot stateside with 6. 8% share, followed by Snicker's (6%) and Hershey's | | Kit Kat (2. 8%). | | Still, Reese's remains stuck in fourth place globally with 1. 4% share, according to Euromonitor projections. The reasons are twofold: | | Hershey has less of a global footprint than Mars, Mr. Linthicum said. Also, peanut butter is not as popular in Europe as it is in the | | States. It is a " very uniquely American thing," he said. " That sweet-savory juxtaposition of flavors is something of an acquired taste." | | Mr. Linthicum pinned Trident's struggles on stiff competition from Wrigley 5, the Mars-owned brand that launched in the states in 2007 with | | slick packaging, innovative flavors and a highly produced ad campaign by Energy BBDO called " Stimulate Your Senses." | | The flashy appeal has resonated globally. " It's even gaining share in Greece of all places," Mr. Linthicum said. " Everywhere they release it| | around the world ... it's worked." In the U. S., Wrigley 5 is now the 4th-largest gum brand with a 7. 43% share, according to SymphonyIRI, | | which excludes Walmart. | | Kraft, which on Oct. 1 will split off its candy and snacking business into a company called Mondelez International, is fighting back with | | its first global ad campaign for Trident by Saatchi & Saatchi that is more emotional than previous efforts, which had touted functional | | benefits such as oral health and vitamins. Meanwhile, in the States Kraft recently rolled out " ID Gum by Stride," featuring artsy packaging | | and a gimmick-filled campaign by Droga5. |