**NIQ**
*Snap View*

# 2024 Valentine's Day Candy Gum Mints Review

*__Growth__ in Candy, Gum, Mint during the __Valentine's__ season was purely __inflationary.__*

$ Volume grew
**1.0%**
but Unit volume is down
**-5.1%**

Chocolate increased base price +7% and is
**25%**
more price elastic than Confections

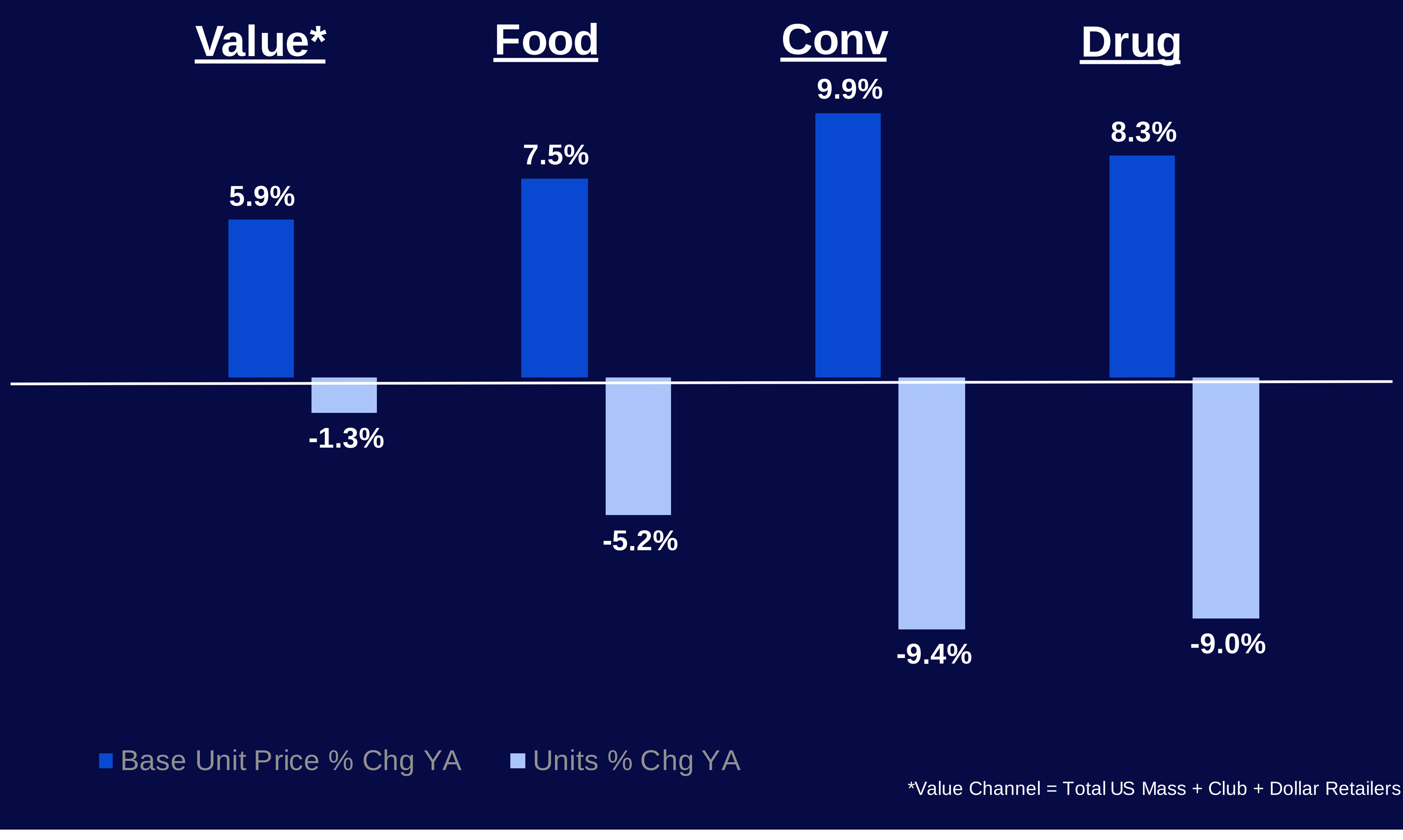
**Confection gained**
**1.1** Share Pts
vs YA, Chocolate is down 1.0 Share Pt
(Rem Categories down 0.1pts)

Gummy Candy has grown
**$43.2M**
vs YA, 53.5% of Total CGM Growth during Valentine's

## Steeper price increases in Food, Drug and C-Store drove share gains for Value* Channel

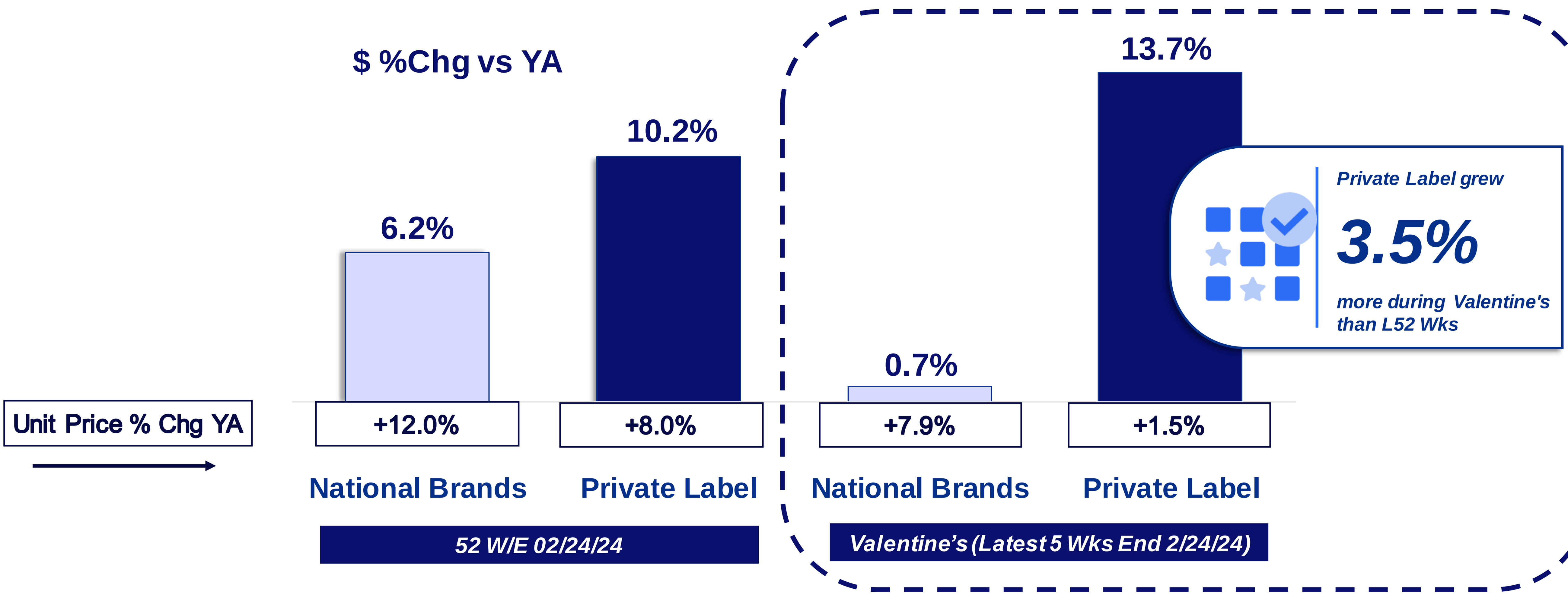
Candy, Gum, Mint Sales 5 wks ending 2.17.24

| Unit Share Chg | |
|---|---|
| Value* | ↑ 1.6pts |
| Food | 0.0pts |
| Conv | ↓ -1.1pts |
| Drug | ↓ -0.4pts |




*Value Channel = Total US Mass + Club + Dollar Retailers

## Private Label has an advantage, as branded prices increased 6.3% more




*Private Label grew* ***3.5%*** *more during Valentine's than L52 Wks*

## Key Takeaways

1. As rising prices continue to drive CGM sales to "value" retail this year, know what it takes to optimize your channel mix and price pack architecture to deliver value to consumers, regardless of where they shop.
2. Cocoa prices are expected to continue to rise. Chocolate is also already more price elastic than confections and we're seeing confections gain share in the category. Understanding your brand's elasticity is critical right now due to COGS volatility
3. Private label takes advantage because branded products increased price more steeply. Defend shelf space through differentiating and proving your incrementality.

*Reach out to your NIQ representative to learn how NielsenIQ's RMS and BASES data can help you gauge your CMG brand's seasonal growth and opportunities.*

Source NielsenIQ RMS, Total US xAOC+C, Latest 5 Wks W/E 02/17/2024

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