

Capitalizing on Candy Trends

As social commerce continues to disrupt the traditional path-to-purchase for categories like Candy, manufacturers must be equipped to identify and activate against flavor, form, and ingredient trends within emerging channels

Candy, Gum, Mints
online \$ sales grew

+22.1%

vs YA
(Total Store +16.3%)

35%

of consumers would seek out a new product they saw on social media

However, only

37%

of manufacturers are well prepared to quickly respond to emerging social trends

Step One: Identify growing attributes that align with your brand’s value proposition, such as “Sour” flavor
Consumers’ increasingly adventurous palates are driving sour candy’s growth which outpaces remaining candy 2 to 1



Step Two: Understand which emerging platforms are most influential to targeted customer segments
82% of TikTok users agree TikTok Shop helped introduce them to a brand they did not know



Key Takeaways

1. Sour Candy’s growth outpaced remaining candy flavors 2:1 over the last four years! Utilize NielsenIQ’s Retail Measurement Services and Product Insider data to spot flavor trends and growth opportunities that are congruent with your brand’s value proposition to prioritize concepts for innovation.
2. Challenges and trends on social media drive curiosity and interest, especially among younger demographics. Effectively integrating and analyzing sales data from growing omnichannels, such as TikTok, can help you respond more quickly to market trends and customer needs, giving you an Omnichannel competitive advantage.
3. Nearly two-thirds of manufacturers are not prepared to quickly commercialize social trends. NielsenIQ’s Omnishopper and Spectra tools enable a deep understanding of where, what, and how priority shoppers are buying and provide the insight needed to prioritize activations at store-level.

Reach out to your NIQ representative to hear more about The Full View™ solutions to better understand opportunities for growth in your category!



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