71% of consumers say "tasting it before I buy it is important".

When it comes to candy, shoppers make reactive purchase decisions in the final moments of their visits. This is why a strong in-store sampling program can significantly impact sales. Hershey believes in understanding the data and investing in programs that provide value to both the retailer and the consumer.

100%

All shoppers of BYF candy also purchase conventional candy!

You’ll find a Hershey’s BYF product in every single store that carries conventional candy products. The brand is also seamlessly integrated with creative, in-store programs that help drive sales and share the benefits of the product with shoppers.

Sales of Hershey’s Zero Sugar products have tripled since the 2020 rollout featuring new branding and packaging.

Imagery of a Hershey’s Zero Sugar product with text:
Since 2020, sales of Hershey’s Zero Sugar products have tripled.

15%

New 2022 vs. 2018: Nudging up 15% CAGR for total bar chocolate over the last six years.

Image of a Hershey’s bar with text:
Commodity costs represent a significant portion of the total cost of goods sold. During the last six years, Hershey’s has worked to manage its costs, improve the efficiency of its supply chain and maintain a healthy gross margin.

19%

The unsweetened chocolate market is expected to expand at a compound growth rate of almost 19% by 2027.

Image of unsweetened chocolate bars with text:
The unsweetened chocolate market is expected to expand at a compound growth rate of almost 19% by 2027.

18%

Complete results appear in the 2022 Hershey’s annual report.

Image of a Hershey’s bar with text:
Research and development are essential to the success of any brand. Hershey is committed to investing in research and development to ensure the future success of its brands.

It’s time to evaluate space management.

Image of a store with text:
It’s time to evaluate space management.

WOMEN

Are the sweet spot when it comes to purchasing a BYF.

Image of a woman with text:
Women are the sweet spot when it comes to purchasing a BYF. Hershey’s BYF products are designed to appeal to the sweet tooth of women, who are the most important shoppers in the category.

Playing BYF means conventional opportunities open.

Image of a store with text:
Playing BYF means conventional opportunities open.

BYF is expanding and is interested in reaching new audiences. The brand is looking for retailers who can help it reach new customers and drive sales with a strong in-store strategy.

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