

# Hershey Helps Consumers Have Their Candy... and Wellness, Too



**71%** of consumers say living healthier lifestyles is important.<sup>1</sup>

When it comes to candy, shoppers make choices based on the occasion and their physical, mental and emotional needs. The Hershey Company's expanded better-for-you (BFY) portfolio gives shoppers more opportunity to incorporate wellness into the snack foods they enjoy while maintaining the great taste and flavor they expect.



**100%**

ALL shoppers of BFY candy also purchase conventional candy.<sup>2</sup>

The good news is that even motivated BFY consumers purchase conventional candy. Offering alternative choices is a basket builder and the two segments do not cannibalize each other.

Sales of Hershey's Zero Sugar products have

**tripled**

since the 2021 relaunch featuring new branding and pack types.<sup>3</sup>

Nearly 3 out of 4 health-conscious consumers say they are looking to limit or avoid sugar in their diets.<sup>4</sup>



Growth driven by Lily's, Brookside and the Zero Sugar Platform helped Hershey garner a

**19%**

share of the Better For You (BFY) CMG category. And we are just beginning.<sup>5</sup>

There is a bountiful pipeline of innovations behind Lily's including new chocolates, baking chips and gummies.



The vegan chocolate market is expected to expand at a compound growth rate of almost

**15%**

from 2021 to 2028<sup>6</sup>, outstripping the 5.2% CAGR for traditional chocolate over the last six years.<sup>7</sup>

Consumers seek vegan options for health reasons but also to benefit the planet. Hershey meets the demand with Hershey's new Plant Based Extra Creamy with Almonds & Sea Salt and Reese's Plant Based Peanut Butter Cups.



Consumption in the \$2 billion protein supplement category is expected to rise at a CAGR of

**8%**

between 2022 and 2030.<sup>8</sup>

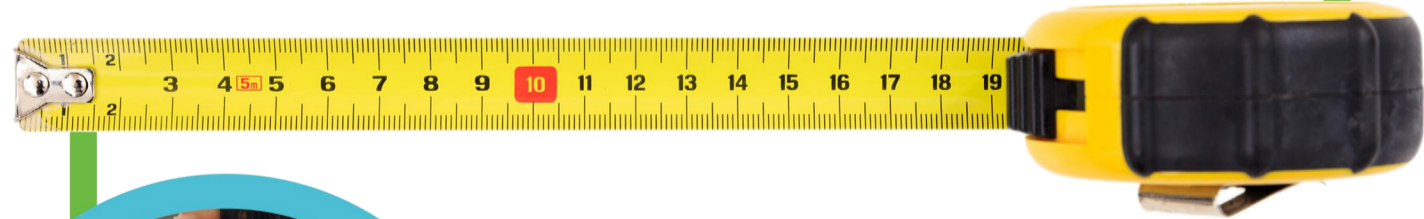


Sales growth of protein is outpacing that of nutrition bars. With Hershey's ONE and FULFIL, shoppers can enjoy a delicious protein snack that also aligns with health goals.



**It's time to evaluate space management.**

BFY is expanding faster than the total category but remains underspaced. The amount of wholesome products in stores has increased more than 20% since 2017 which indicates the growing demand for a greater array of choices.<sup>9</sup>



**WOMEN**

are the sweet spot when it comes to purchasing BFY.

Present products with healthier options at eye level, in the center of the aisle, and within arms' reach. Low-sugar or vegan products that are featured or displayed produce the greatest dollar lifts across all classes of trade.

Placing BFY near conventional confections spurs

**discovery and sales conversion.**

Bringing products that fit Americans' wellness goals into the conventional candy aisles can result in bigger baskets.



1. Hershey Consumer Insights, 2. Numerator Insights, Custom BFY / Non-BFY Product Groupings, 3. IRI MULO, 4. IFIC 2022 Food and Health Study, 5. IRI Total \$; Hershey BFY CMG by Franchise Total US - MULO 2017-2022, 6. Vegan Chocolate Confectionary Market Size, Share & Trends Analysis Report By Product (Molded Bars, Chips & Bites, Boxed), By Distribution Channel (Online, Offline) By Type (Dark, Milk) By Region, and Segment Forecasts, 2021-2028, Grand View Research, 2021, 7. IRI, Total Chocolate category dollar sales, CAGR, 2017-2022, 8. Protein Supplements Market Size, Share & Trends Analysis Report By Source (Animal-based, Plant-based), By Product (Protein Powder, Protein Bars, RTD), By application, By distribution channel, by regions and segment forecasts, 2022-2030, Grand View Research, 2021, 9. IRI Sales % Chg; BFY vs. Non BFY Take Home Total US - MULO 2018 - 2022.