



PULSE SURVEY

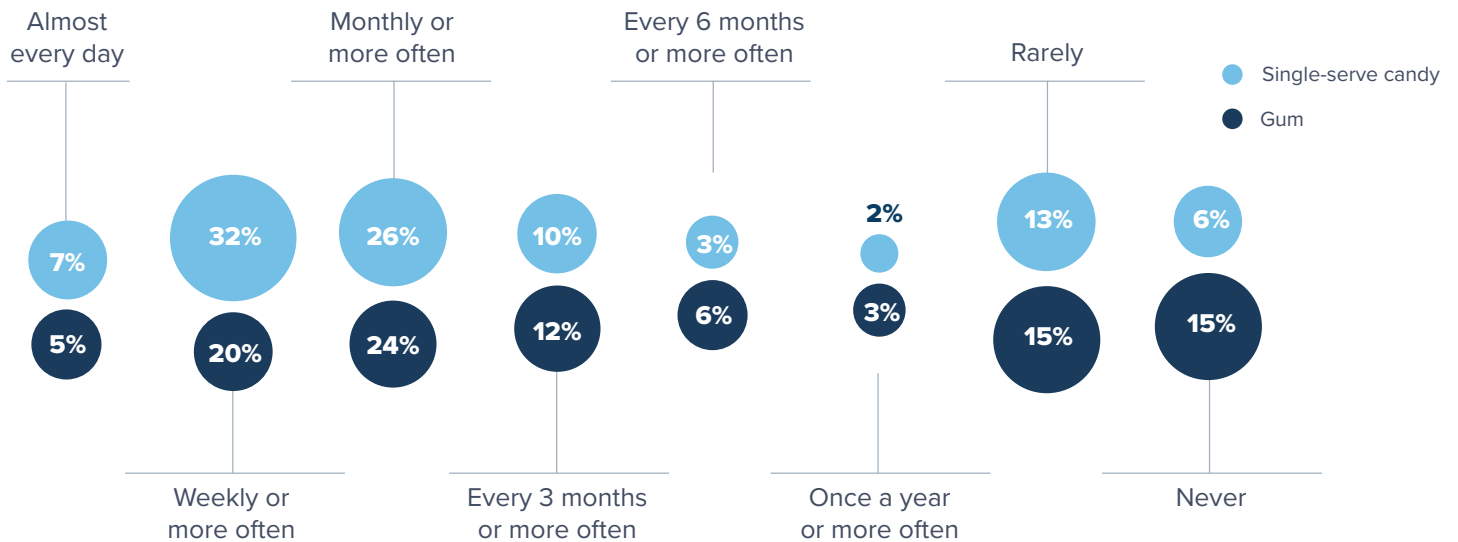
I WANT CANDY (AND GUM!)

Consumers told us they have a sweet tooth — and what they buy to satisfy it.



People buy single-serve candy more frequently than gum; nearly **40%** buy single-serve candy at least once a week, compared to **25%** buying gum that often.

HOW OFTEN DO YOU BUY GUM OR SINGLE-SERVING CANDY?

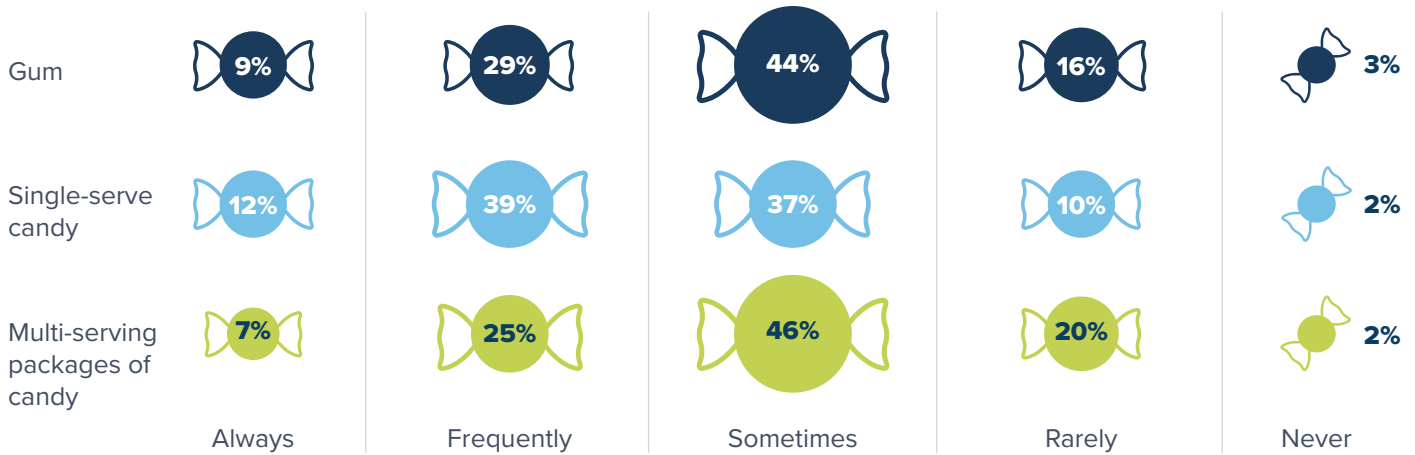


May not add up to 100% due to rounding.



Gum and candy are often impulse buys: **38%** say gum is an impulse buy “always” or “frequently”; **51%** say the same for single-serve candy and **32%** for multi-serving packages of candy.

HOW OFTEN ARE YOUR PURCHASES OF THESE ITEMS “IMPULSE BUYS”?



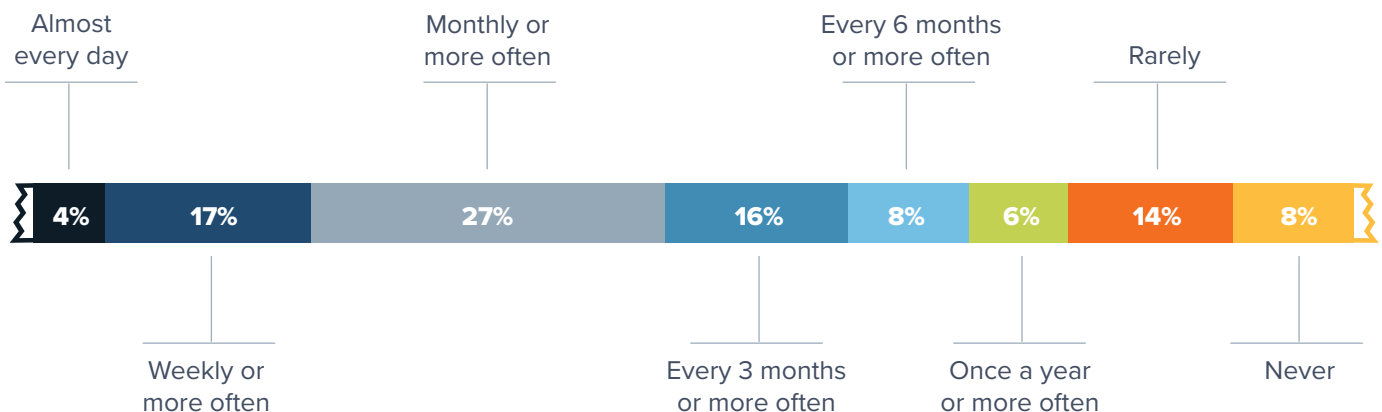
Includes those who buy candy or gum at least twice a year.



Even apart from special occasions, nearly half of consumers (**48%**) buy multi-serving packages of candy at least monthly.

Nearly half of candy and gum buyers most often make their purchases at mass merchandisers, especially when buying for later use. Supermarkets, convenience stores and drugstores see a higher percentage of purchases for immediate use than for later use.

OUTSIDE OF HOLIDAYS OR PARTIES, HOW OFTEN DO YOU TYPICALLY BUY MULTI-SERVING PACKAGES OF CANDY?



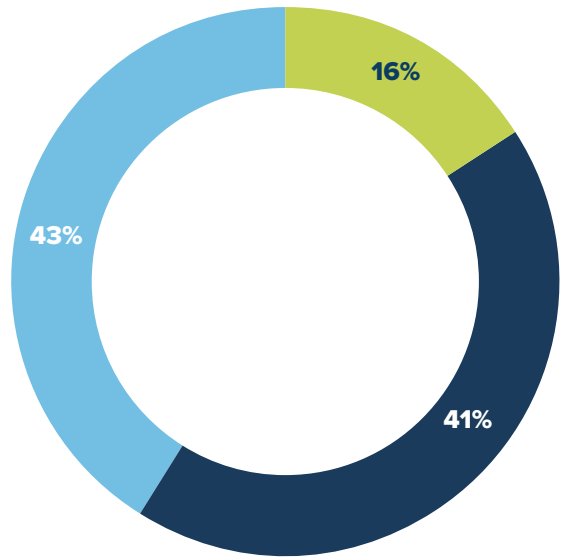
WHERE DO YOU MOST OFTEN BUY CANDY OR GUM?

● Later use ● Immediate use

Mass merchandiser	48%	44%
Supermarket/grocery store	18%	20%
Convenience store/corner store	10%	13%
Warehouse club store	6%	4%
Drugstore	4%	6%
Dollar store	8%	8%
Specialty candy retailer	2%	2%
Other	5%	3%

Includes those who buy candy or gum at least twice a year.

WHEN BUYING GUM, DO YOU TYPICALLY BUY A SINGLE PACK OR MULTIPACK?



● Single-serve ● Multi-pack ● No preference

Includes those who buy candy or gum at least twice a year.

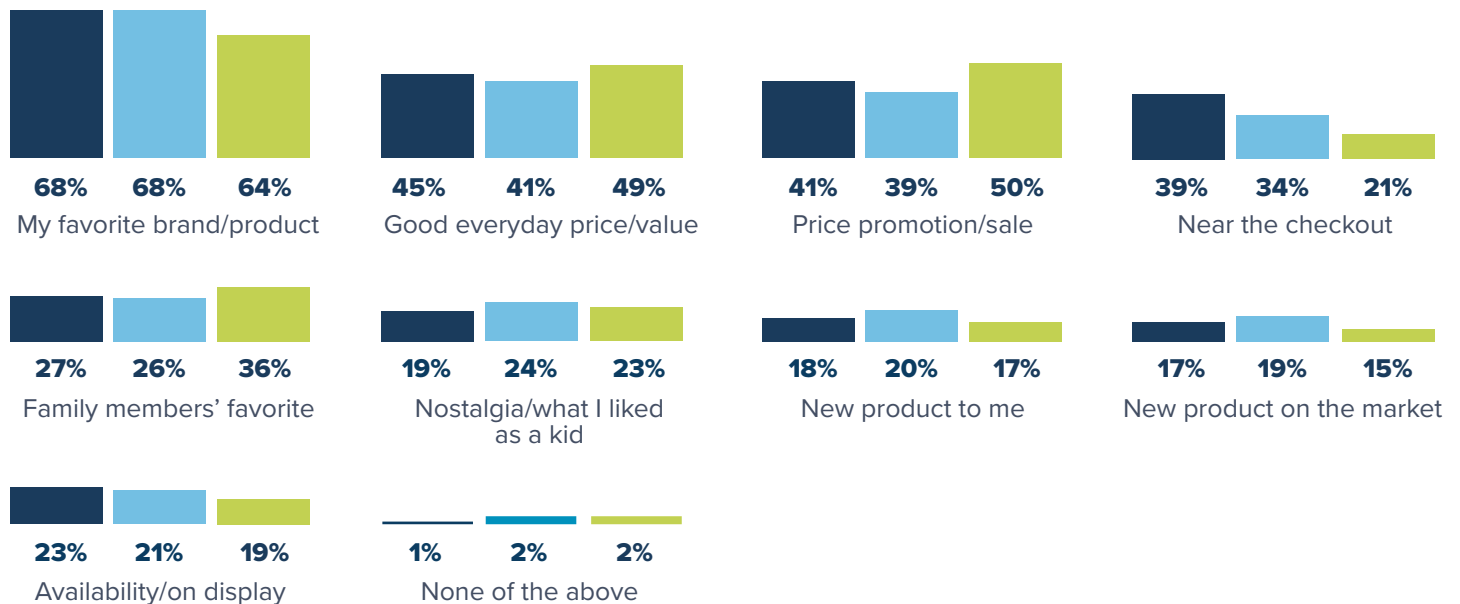


Most consumers are loyal to their favorite products and brands — but **40%** or more are swayed by a perceived good value or price discount, and more than one-third of single-serve candy and gum buyers are influenced by what they see at the register.

WHICH OF THESE FACTORS INFLUENCE YOUR CHOICE WHEN BUYING... ?

(Respondents selected Top 3)

● Gum ● Single-serve candy ● Multi-serving packages of candy





TASTY TAKEAWAY

When buying candy or gum, consumers are most influenced by the availability of their favorite brands and products, value, discounts and what's at the register. Half of consumers typically don't plan their single-serve candy purchases before they enter the store.

The Advantage team works across all channels of trade to ensure people can try great products, have access to their favorites and discover new ones no matter where and how they like to shop. To learn more about our headquarter sales, retail merchandising, supply chain and experiential marketing services and other solutions, [contact us online](#).



Advantage Solutions Pulse Survey of 1,154 U.S. consumers ranging in age from 13-99. The survey was conducted May 4, 2023.