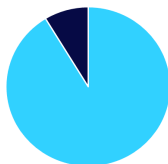


WHAT'S HAPPENING IN SWEETS & SNACKS?



Did you know
ENVIRONMENTAL SUSTAINABILITY
 claims are driving
 12.5% growth in
 Sweets & Snacks?

9% OF SALTY
 SNACKS SALES
 OCCUR ONLINE



ONLINE SHARE
 +0.1 **PTS** YoY

SWEETS & SNACKS
 \$ SALES

\$65.7B

Total US xAOC



CONTAINS CAFFEINE
 IS FASTEST
 GROWING SEARCH
 TERM IN CANDY

+746%
 YoY

FASTEST GROWING SALTY SNACKS

Onion snacks	+25.3%
Corn chips	+22.4%
Cheese snacks	+18.8%
Pretzel	+17.6%
Popcorn	+17.3%

TOP 5 CLAIMS

(based on \$ share)

1. CONTAINS MILK
2. CONTAINS SOY
3. SUGAR CONSCIOUS
4. CONTAIN WHEAT
5. NATURAL POSITIONING

Source: NIQ Total US xAOC L52W ending 1/28/23