

The Value Channel* grows Unit Share of Candy as consumers seek “good value for the money”



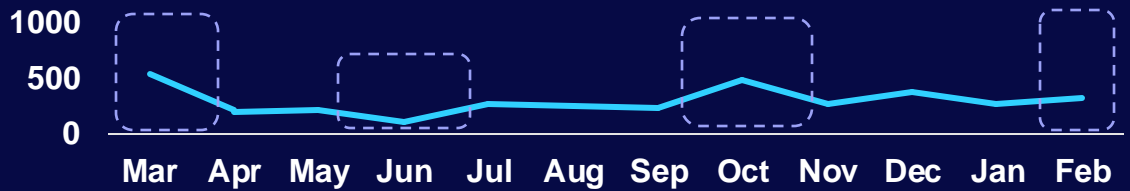
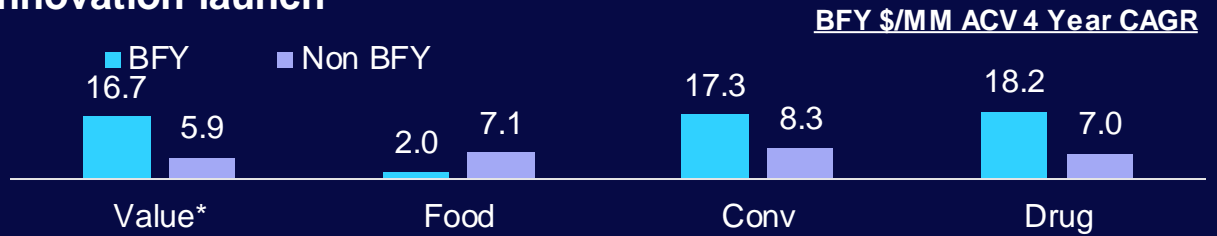
Good Value
Ensure your innovation items are in the **Value* Channel** where consumers expect to find them

Calculation

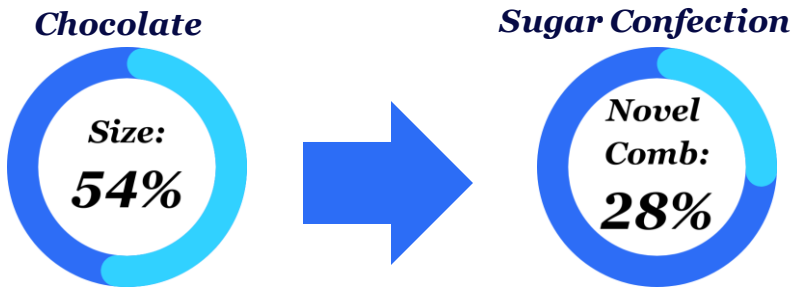
$$CAGR = \left(\left(\frac{\text{End Per}}{\text{Begin Per}} \right)^{\frac{1}{n-1}} - 1 \right) * 100$$
 n = # of years

Attributes & Seasonality
Identify growing attributes and seasonality spikes that are important to your consumers, then activate and target

Timing and attributes such as Better-For-You™ are key for a successful innovation launch



In Chocolate, **size** leads the way, while in Sugar Confection **Novel Combination** is what stands out



Sub-type Alignment
Align product sub-types to match consumer expectations and realize growth

% Innovation Sales
(from manufacturers growing total sales & innovation sales)

Differentiation
Convince consumers of the value your innovation brings by differentiating

Private Label Snacking:

190 Innovation Index*
Private Label Candy innovation dollar share over-indexes compared to share of total market sales (\$238M generated in innovation sales)



Private Label Innovation is booming

...and growing market share and **outpacing Total Candy \$ Growth (10% vs. 6%)**

