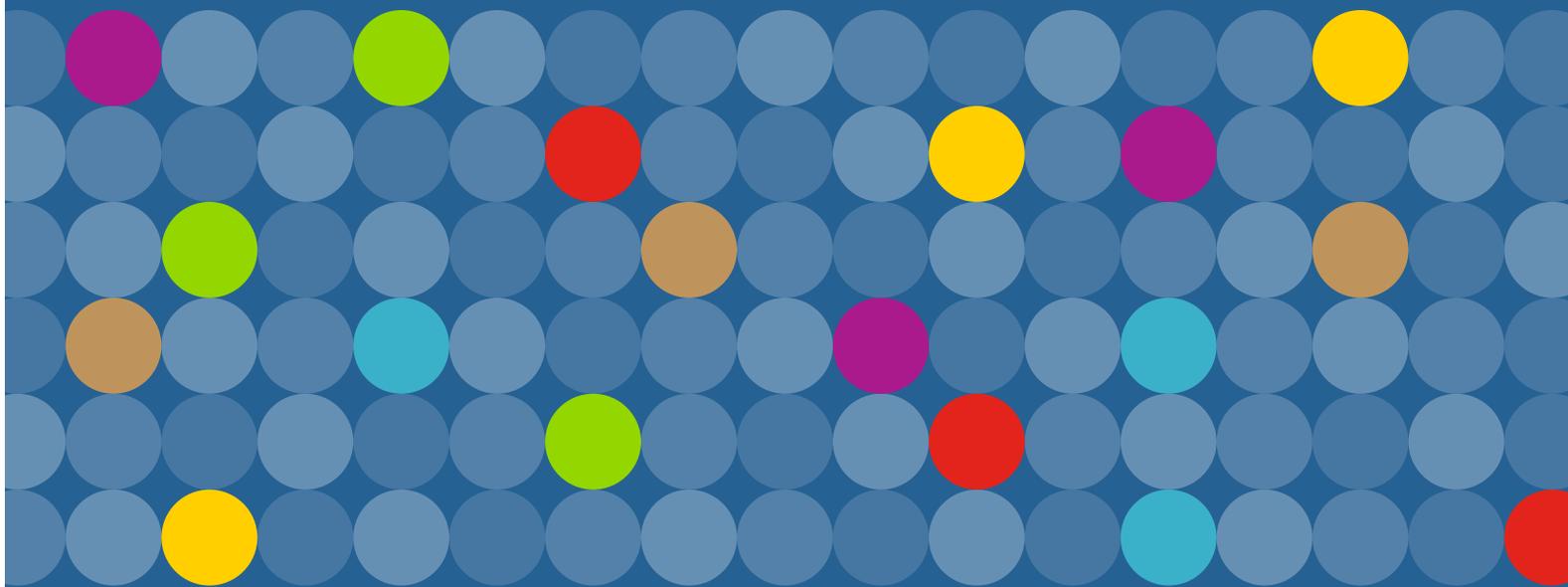


THE MARS WRIGLEY CONFECTIONERY TREAT REPORT

*U.S. CONSUMER INSIGHTS
ON TREATS AND TREATING*



MARS WRIGLEY
confectionery

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THE MARS WRIGLEY CONFECTIONERY TREAT REPORT: U.S. CONSUMER INSIGHTS ON TREATS AND TREATING

SUMMARY

Treats – such as chocolate, candy or other confections – have a unique place in Americans’ hearts. Major holidays and special moments are celebrated with sweet treats: from handing out candy to trick-or-treaters at Halloween, to enjoying cake during birthdays and weddings, to presenting our loved ones with chocolates for Valentine’s Day. Data confirms treats’ continued importance to consumers, and annual [sales of confections have grown](#) 2% over the past several years. In 2017, Mars Wrigley Confectionery U.S. grew nearly three times faster than the confectionery category in 2017, driven by innovations from M&M’S®, DOVE®, EXTRA®, SKITTLES® and STARBURST®.

As the world’s largest manufacturer of chocolate, candy, gum and mints, Mars Wrigley Confectionery is an expert on treats and the role they play in our lives. A few years ago, Mars Wrigley Confectionery asked Americans what a world without chocolate would look like to them – and the majority found a world without chocolate unacceptable. In fact, 68% of those surveyed reported that they would be extremely or very upset in a world without chocolate.

Building on this research, we wanted to refresh these findings, and discover how and why Americans treat themselves today. In 2017, Mars Wrigley Confectionery surveyed 1,000 adults in the U.S. age 18 and older to understand their treat habits. Survey findings revealed some fascinating statistics about what Americans prioritize when choosing a treat, why they treat themselves – and what makes a treat even sweeter.

OUR TREATISE ON TREATS AND TREATING

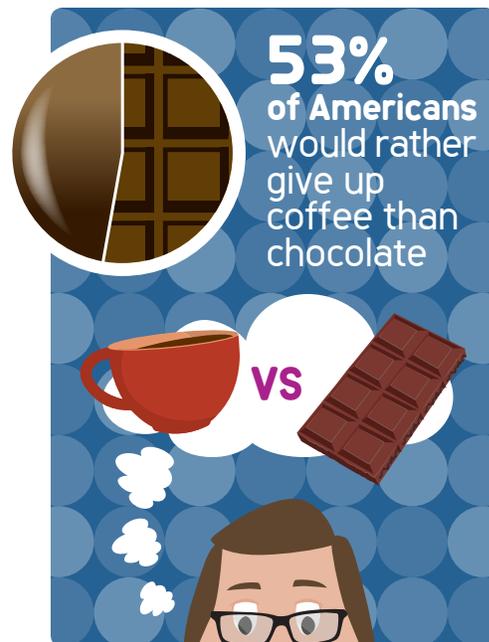
Findings show that across all age groups, Americans see treats as a special indulgence. Nearly all (98%) of respondents believe that a healthy lifestyle can include an occasional sweet treat.

This is in line with what Mars Wrigley Confectionery believes – that chocolate and candy is a treat, not a snack or meal replacement. That’s why we’ve teamed up with the Partnership for a Healthier

America to purposefully position chocolate and candy as a treat, and have committed to give consumers the information, options and support they need as they choose how to enjoy their favorite treats.

For more than a decade, Mars has been committed to prioritizing consumers’ needs by increasing their choices and our transparency. As one example, in 2008, we were the first to prominently display calories on the front of all chocolate and confections packaging. In 2012, we

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eliminated “King Size” offerings, replacing those packages with “Sharing” options. Our biggest innovation ever – M&M’S Caramel – is under 200 calories. Looking ahead, by 2022, we pledge that half of our individually wrapped products will be under 200 calories and will report on our progress to the Partnership for a Healthier America.

Candy has been enjoyed for generations, and Mars Wrigley Confectionery believes in providing more choice and transparency to help consumers meet their personal health and wellbeing goals while occasionally indulging. That’s because just like consumers, we think treats are pretty sweet.

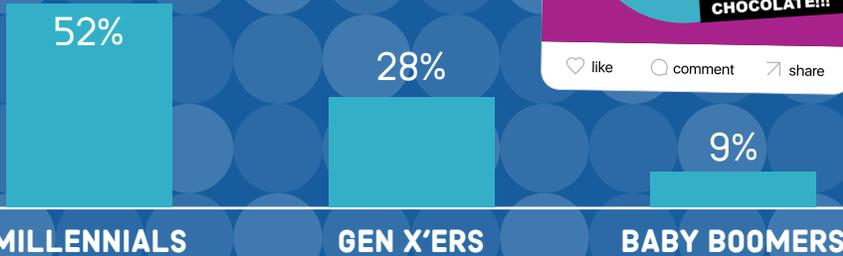
OUR FAVORITE TREATS

Not surprisingly – Americans love to treat themselves, with 27% preferring chocolate or candy treats, followed by baked goods and with savory treats taking third.

And when it comes to what people are never willing to give up, chocolate reigns king. Knowing that for most of us, our day doesn’t start without a cup of coffee,



52% of millennials have bought a treat because they wanted to **share a picture of it on social media**, compared to 28% of Gen X'ers and 9% of baby boomers



we asked consumers to choose between coffee and chocolate.

- Most Americans (53%) said that if pressed, they would rather give up coffee!
- Compared to all other Americans, 62% of parents prioritize chocolate over coffee
- The only part of the country where coffee wins over chocolate is the West, including the caffeine mecca of Seattle

SHARING TREATS - ONLINE AND WITH FRIENDS

More people are reaching for indulgences with social media in mind. The survey showed that nearly one in three people across all age groups have bought a treat specifically because they wanted to share a picture of it on social media. Considering roughly two-thirds of Americans are [active on social media](#), that's a lot of Instagrams.

This number skyrockets when you look at the millennial age group. Among this generation, 52% have purchased a treat specifically to share on social media - not surprising for consumers who grew up on Facebook and Instagram and are considered [digitally native](#). Savvy marketers are responding to millennials' desire to share on social: consider, for example, the rise of [unicorn food](#).

Sharing isn't just for digital channels. Treats are a perennial favorite for gift-giving.

About 66% of all respondents say that sweet treats are a go-to gift for friends or family members. And what makes a treat even sweeter? Sharing it with a friend, says 74% of Americans.

WHY WE TREAT OURSELVES

When choosing what treat to select, most consumers (85%) are motivated by taste. It's a treat, after all!

Cost is a secondary concern, with less than half of respondents reporting that the price of a treat is a key consideration. Given treats' indulgent nature, it makes sense that taste trumps value.

The numbers showed that a treat doesn't need to be a justifiable indulgence - but some consumers do look for a special reason to treat themselves.

- Across all age groups, nearly three out of four people (73%) indulge in treats "just because they want one"
- 50% of respondents choose a treat to relax or unwind
- 42% include treats in special occasions, like birthdays or holidays
- A smaller group of Americans (35%) indulge in a treat as a reward for an accomplishment - a strategy [that even Oprah recommends](#)

TREATING ACROSS THE GENERATIONS

Interestingly, the reasons why people treat themselves vary across generations.

- Compared with other age groups, millennials are much more likely to **indulge in a treat as a reward for an accomplishment**
- Nearly half of millennials (47%) **choose a treat to boost their mood**, compared with 36% of Gen X'ers and 28% of baby boomers
- Compared with older generations, millennials are **more likely to consider brand loyalty when purchasing a treat**

For which of the following reasons, if any, do you tend to indulge in a treat?



ABOUT THE METHODOLOGY

This survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 adult Americans, ages 18 and older, between Thursday June 15 and Wednesday June 21, 2017, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18 and older.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

ABOUT MARS WRIGLEY CONFECTIONERY

Mars Wrigley Confectionery is the world's leading manufacturer of chocolate, chewing gum, mints, and fruity confections. With beloved global brands like M&M'S®, SNICKERS®, TWIX®, ORBIT®, DOUBLEMINT®, SKITTLES® and STARBURST®, Mars Wrigley Confectionery brings smiles to faces around the world. Globally, the business employs more than 30,000 Associates, operates in about 70 countries and distributes its brands in more than 180 countries. Mars Wrigley Confectionery is globally headquartered in Chicago, Illinois, and operates as a subsidiary of Mars, Incorporated. Based in McLean, VA, Mars is a family-owned business with more than a century long history, and more than 100,000 Associates in over 80 countries. For more information, please visit www.mars.com.