

Valentine's Day 2020

Valentine's Day Sales Season Confectionery Performance

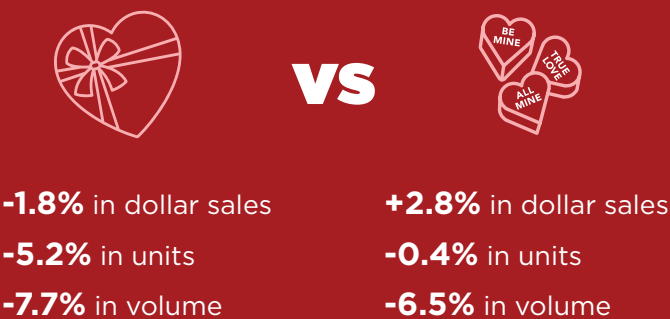
Total candy gum and mints:



Source: IRI, MULO+C, 6 weeks ending Feb 16, 2020

Seasonal Confectionery Items Performance

Total seasonal confectionery sales dropped by
-0.8% in \$ sales to **\$661** million



Source: IRI, MULO+C, 6 weeks ending Feb 16, 2020

Consumer Engagement

82.6% of households purchased candy, gum and mints during the six-week Valentine's Day period.

67.4% bought candy at least twice. Trips were flat, but consumers also purchased more at an average of \$5.38 per trip.

Consumers spent more on candy this year than they did last year at \$28.25 per buyer.

Source: IRI, MULO+C, 6 weeks ending Feb 16, 2020

Online Purchasing

2.4%

of households bought candy online during the six weeks of the Valentine's Day season,

23%

more than last year.



Online spending is much higher than in-store trips:

- \$18.25 per trip
- \$9.76 per buyer

Source: IRI, Online, 6 weeks ending Feb 16, 2020

Fun Facts:

87% of consumers celebrate Valentine's Day.

| Activities | 2019 All |
|---|----------|
| Buy a box of chocolate to enjoy yourself | 48.5 |
| Have a candy bowl | 41.9 |
| Share conversation hearts with friends and loved ones | 34.5 |
| Hope to receive a box of chocolates from an admirer | 32.9 |
| Bake or cook with chocolate/candy | 32.8 |
| Decorate with chocolate/candy | 21.6 |
| Craft with chocolate/candy | 10.2 |



For Valentine's Day, how much do you like to receive the following?

| | Would absolutely make my Vday | It would be nice | Can do without |
|----------------|-------------------------------|------------------|----------------|
| Chocolate | 50.9 | 40.2 | 8.9 |
| Handmade gifts | 36.1 | 45.0 | 18.9 |
| Card | 34.4 | 48.1 | 17.4 |
| Flowers | 30.9 | 36.4 | 32.7 |
| Jewelry | 29.3 | 36.1 | 34.6 |