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THE MANUFACTURING CONFECTIONER

Since 1921, The Business Magazine of the Global Sweet Goods Industry

U.S. Confectionery Sales 2007

52 weeks ending 4 November 2007

Sales through grocery, drug and mass merchandisers

This information is projected by Information Resources Inc. (IRI) to represent U.S. confectionery sales in three retail channels: grocery, chain drugstores and mass merchandisers (excluding Wal-Mart). The data is collected by checkout scanners. This report represents three important channels of distribution for much of the sweetgoods industry, but represents less than 50 percent of total confectionery sales. There are many channels of distribution not included in this report, for example, certain mass merchandisers, convenience stores, theaters, vending, food service and gourmet shops.

For some categories, the reported value is far less than the actual total sales in that category. For example, the boxed chocolate segment has most of its sales in channels of distribution not covered by this report. Additionally, bulk candy and companies that sell mainly in other channels of distribution will not be represented very well.

The information can be used as a guideline to the general-market sweetgoods industry in the United States. It is the most complete information available from one source and is useful for identifying trends. For more information contact Information Resources Inc., +1 (312) 474 3440.

Sales by Company

Novelty Nonchocolate Candy

Rank	Company	\$ Sales	% Change Year Ago	% of Category
1	Nestlé USA Inc.	\$70,361,380	-2.2	28.3
2	The Topps Company Inc.	\$29,145,520	-8.1	11.7
3	Tootsie Roll Industries Inc.	\$20,194,070	-0.9	8.1
4	Pez Candy	\$14,044,230	-2.6	5.6
5	Private Label	\$11,014,710	15.0	4.4
6	Ce De Candy Inc.	\$10,301,080	3.3	4.1
7	<u>Candyrific</u>	\$7,224,087	106.6	2.9
8	Impact Confections Inc.	\$6,573,608	7.2	2.6
9	Frankford Candy & Chocolate	\$5,689,169	3.0	2.3
10	Necco	\$5,458,108	-2.6	2.2
	Total	\$248,905,700	3.1	100.0