



## Sweet Snapshots: What Influences the Path to Purchase Candy Today?

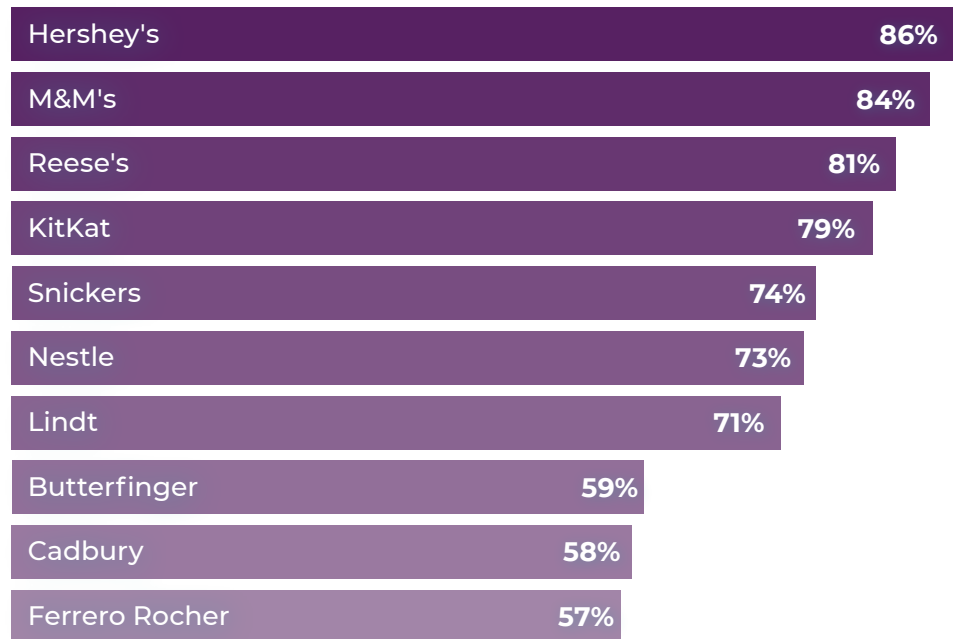
Our recent consumer survey among verified purchasers of popular candy brands reveals that over one-in-three households **increased their consumption of chocolate candy during the pandemic** and another 58% held steady with pre-pandemic levels. Nearly half are swayed to **make an impulse candy purchase** in the checkout aisle.



### Unwrapping the Current Popularity of Chocolate Brands

Summary of "Excellent" + "Very Good" Ratings

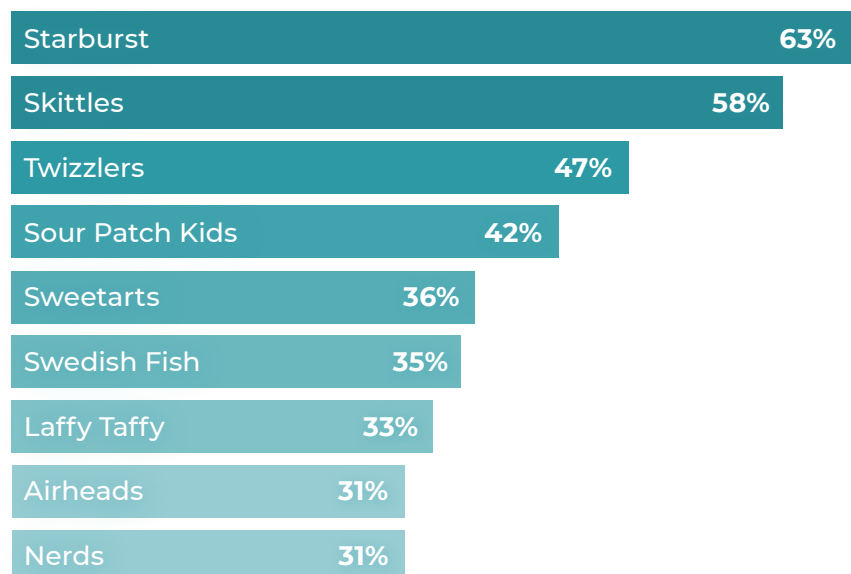
1. **HERSHEY'S** 2. **m&m's** 3. **Reese's**



### Which Non-Chocolate Candies are Favored Today?

Summary of "Excellent" + "Very Good" Ratings

1. **Starburst** 2. **skittles** 3. **Twizzlers**



# Keeping Track of Candy Purchase Trends Through Our Omni-Channel Solutions

**Prodege allows for a 360-degree view of the consumer—when and where you need them—through our omni-channel access.**

Leading CPG brands applaud Prodege's:

-  Data-Driven Marketing & Consumer Insights Platform
-  Strong Reach Among Verified Candy Purchasers
-  Active + Engaged Member Base
-  Quick Turnaround
-  Incomparable Reach That Scales
-  White-Glove Service

Proven Track Record with:



When considering which candy brand to purchase, the most important attribute is ***“it satisfies a specific craving.”***

