

Retail Intelligence

For the Healthy Candy Category

49%

of shoppers *expected* to find the healthy candy in the **candy aisle** of the store.

41%

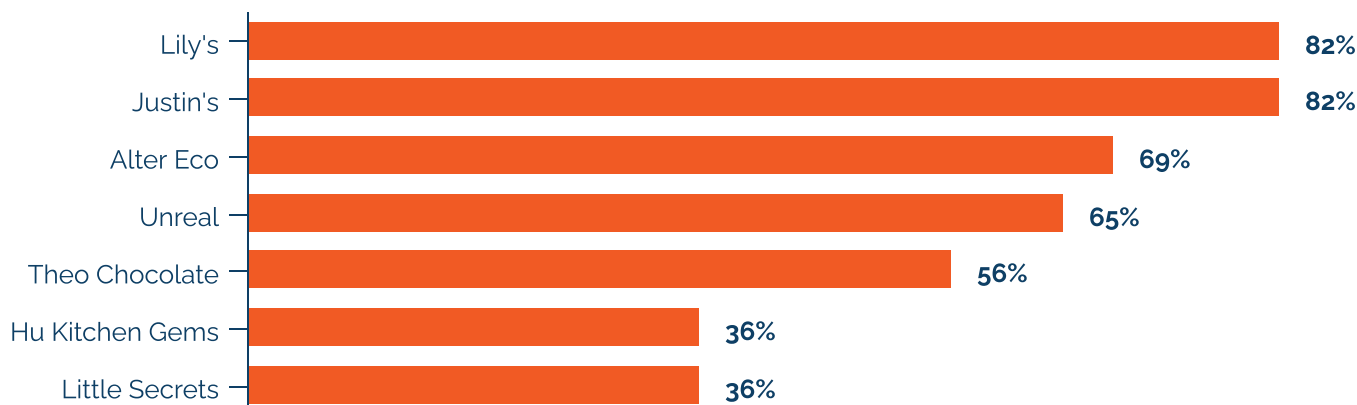
of shoppers *actually found* the healthy candy in the **candy aisle** of the store.

34%

of stores had **mixed shelving** for their healthy candy sections, meaning the products are arranged in a top-to-bottom, or front-to-back strip and the types of products change while you are looking from left-to-right.

55% of stores had healthy chocolates present.

What healthy chocolate brand(s) were present in stores?



51%

of stores had **Lily's** at eye level, the most amongst healthy chocolate brand competitors.

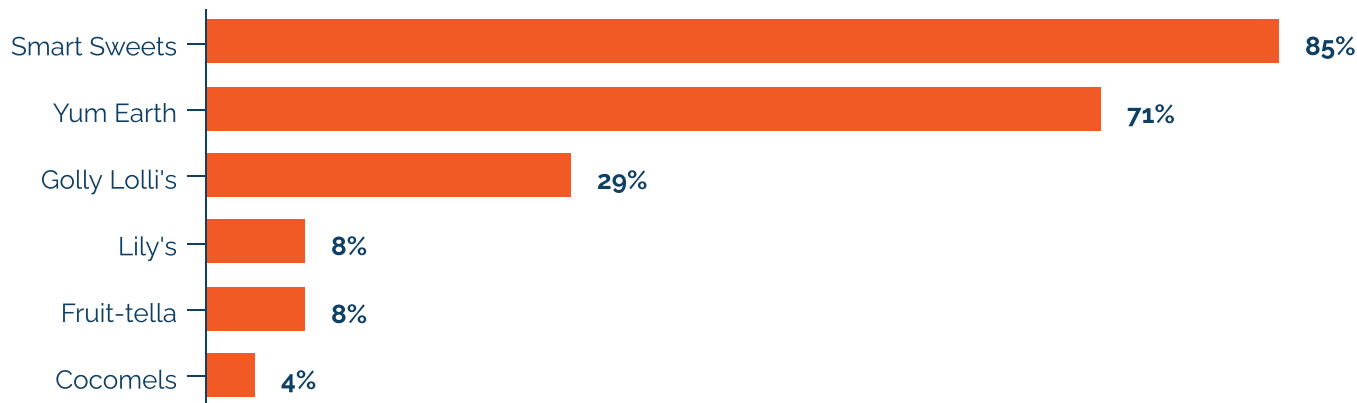


36%

of stores were most stocked with **Lily's** products, the most amongst healthy chocolate brand competitors.

52% of stores had healthy sugar candies present.

What healthy sugar candy brand(s) were present in stores?



35%

of stores had **Smart Sweets** at eye level, the most amongst healthy sugar candy brand competitors.



62%

of stores were most stocked with **Smart Sweets** products, the most amongst healthy sugar candy brand competitors.

28%

of shoppers felt **Justin's** had the best store placement and overall attractiveness compared to all healthy candy brands.



31%

of shoppers *usually prefer* healthy candy products over traditional candy products.

50%

of shoppers are willing to **pay more** for healthy candy products.