

How to drive your confectionery sales this

JUNE 18th

Father's Day

Mondelez International

1. Importance of Father's Day for your store



Father's Day confectionery shoppers visit convenience stores more frequently.**



Chocolate is the number 1 gift given at Fathers Day.**



On average shoppers spent £10.34 on chocolate so it is a good opportunity to trade up shoppers.**



3/4 of shoppers buy gifts from different stores, clearly advertising the event will maintain their loyalty.**

2. What to focus on at Father's Day



1/3 shoppers did not see a Father's Day display in store, so make your displays eye-catching to attract shoppers.**



Chocolate boxes are still the most popular gift, but block chocolate is the fastest growing +43%.*



Chocolate and alcohol are the most popular gift combination - so display them together.**



Quality and brand are the most popular reasons for purchase. Cadbury is the most popular chocolate brand at Father's Day.**

3. Stock a Best-Selling Range



No.1 Premium Carton*

No.1 Box

No.2 Carton

No.3 Carton

+39% Growth

*Source: Nielsen: Independent and Symbol Stories, 3 Wks to WE 18.06.2022; **Snackchat, Father's Day Shopping Habits 2022; ***Source: Lumina Intelligence Convenience Tracking Programme w.e. 14.06.2022 & w.e. 20.06.2022
HFSS Legislation applies from October 2022 to Retailers. Help is available through ACS at www.acs.org.uk/advice/hfss-regulations