



European Strategic Planner

Seasonality in Confectionery & Snacks
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December 2021



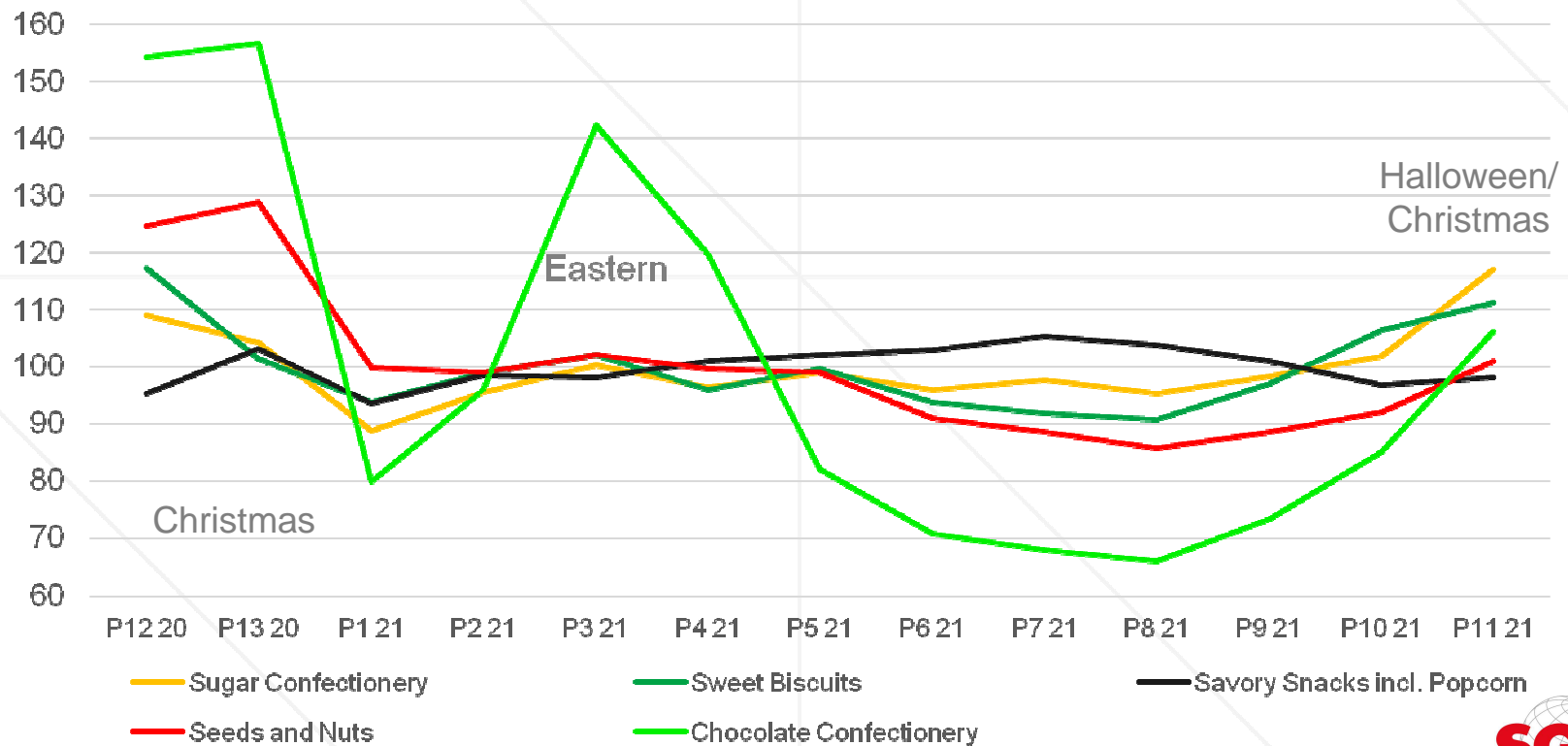
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Christmas is the most important season for Chocolate Confectionery, but also for Seeds & Nuts and Sweet Biscuits

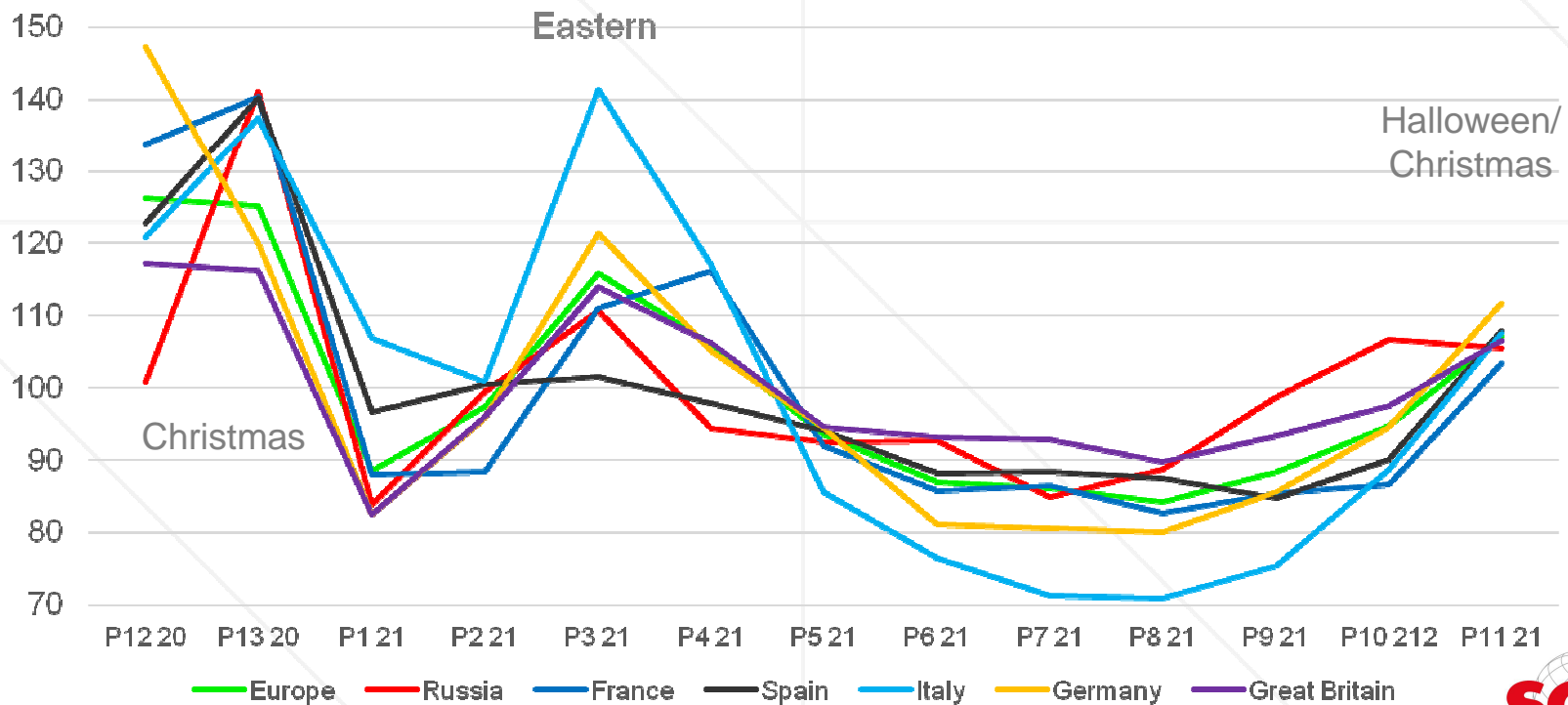
Europe 18 Countries – Value Sales Index (Average per year = 100)





Italy with the strongest Easter Season in Europe, Great Britain Christmas Season the weakest amongst the TOP 6

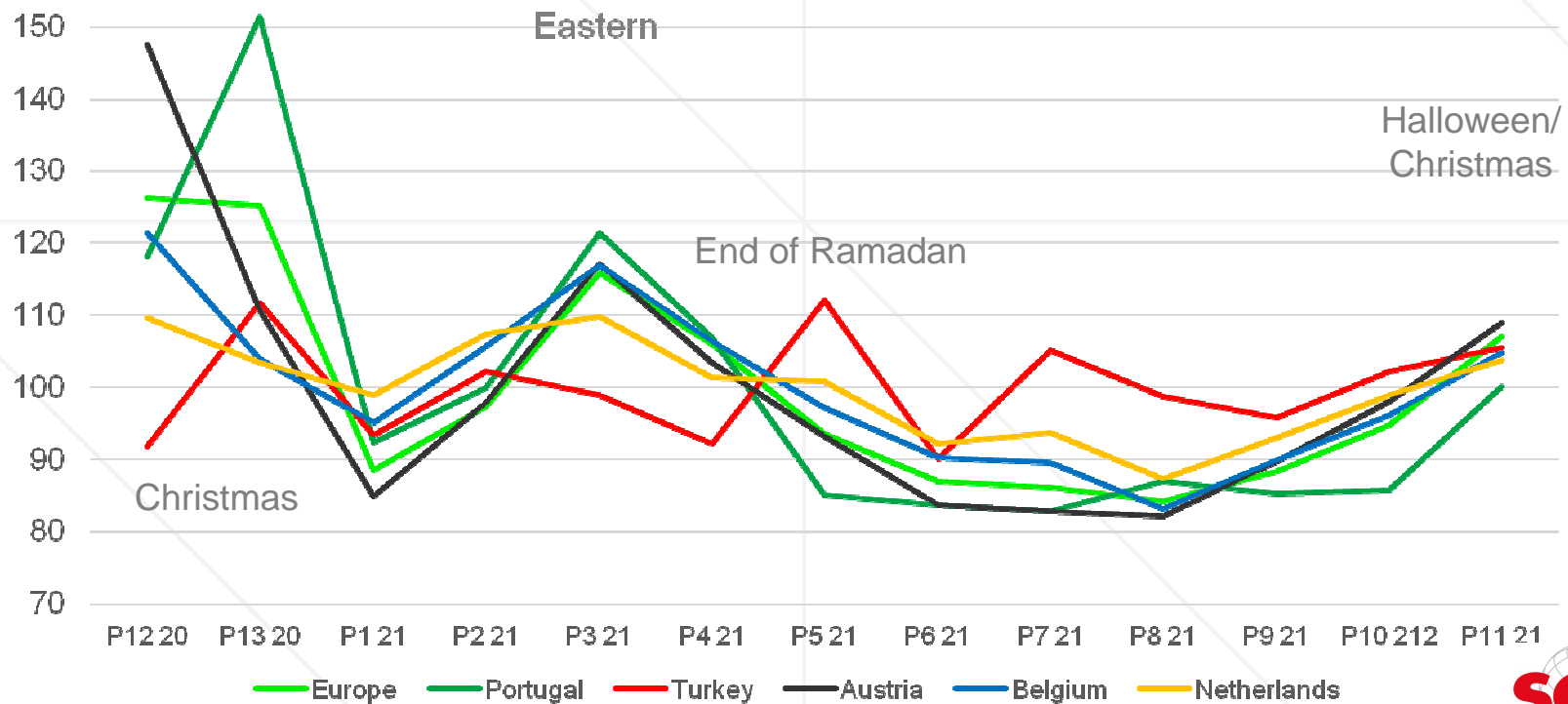
Confectionery incl. Snacks: Value Sales Index (Average per year = 100)





Turkey with highest peak at the end of Ramadan Belgium and Netherlands have a not so distinctive seasonality

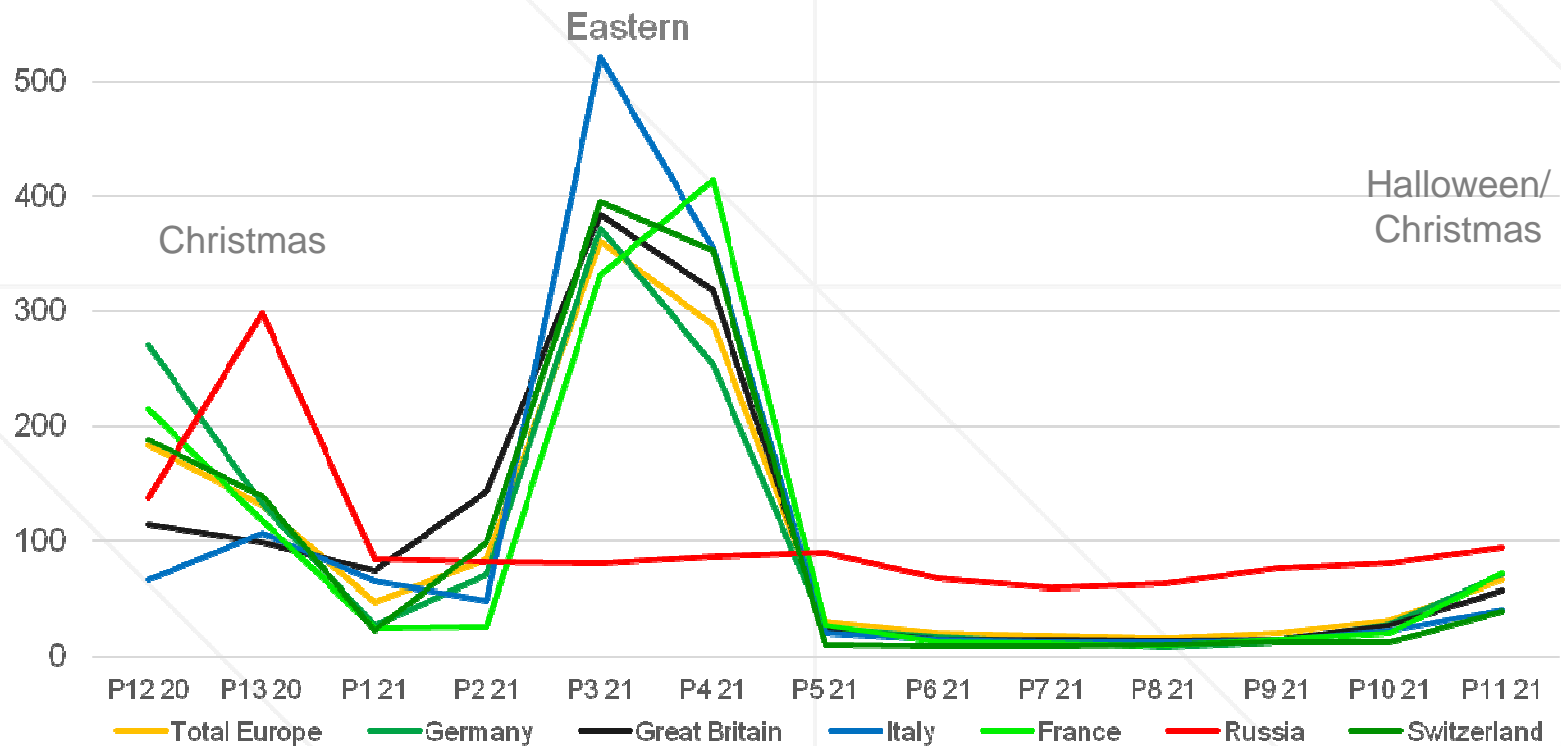
Confectionery incl. Snacks: Value Sales Index (Average per year = 100)





Chocolate Novelties: Eastern is the Season for the category except in Russia, smaller season around Christmas.

Europe 18 Countries – Value Sales Index (Average per year = 100)

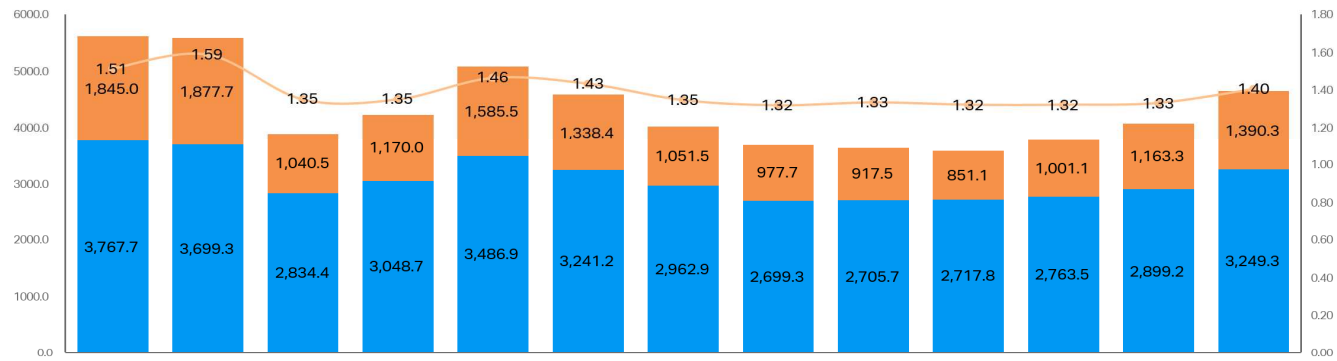




Increasing promotions support Confectionery and Snacks sales during the Seasons

Sales under Promotion

CONF. & SNACKS - Total EU ScanCov (AT/BE/CH/DE/DK/ES/FR/GB/GR/IT/NL/NO/PL/PT/SE/RO/RU/TR) bycntry - 13 Latest 4 Weeks - Week Ending 07/11/21



Promotion Price Units (in EUR)	
1.50	1.61
1.22	1.24
1.44	1.36
1.21	1.19
1.21	1.15
1.18	1.18
1.32	1.32

Avg. Non Promotion Price Units (in EUR)	
1.60	1.66
1.47	1.47
1.57	1.54
1.46	1.43
1.45	1.44
1.44	1.45
1.45	1.50

■ Sales Value - Non Promotion (in M EUR)
 ■ Any Promotion Sales Value (in M EUR)
 — Price per Item (in EUR)

Country : International Category : Str. Plnr (18 Countries)





Definitions:

- **Countries and Coverage:**

 - 18 countries in Europe incl. Food where possible Hard Discount & other Channels (details per country see next page)

- **Periods:**

 - last year in 13 4-weekly periods ending November 7, 2021
 - Index 100 = Average Sales per Period

- **Seasons:**

 - Christmas: 24-26.12.2020 P11, P12, P13 (12 weeks)
 - Eastern: 04.04.2021 P3, P4 (8 weeks)
 - Halloween: 31.10.2021 P11 (4 weeks)

Similar effects haven been observed in previous years except Easter Season 2020, which was heavily influenced by the Lockdown.



18 Countries included:

- **Austria:** Total Food+Drug AT (HD incl.)
- **Belgium** Total Food+Drug BE (HD incl.)
- **Denmark:** Total DK (Food+Convenience) (HD incl.)
- **France:** Total FR (Food + eDrive + Proxi) (HD incl)
- **Germany:** Total Food+Drug+C&C DE (HD incl.)
- **Greece:** Total Greece (Food+ISL+C&C) (HD incl.)
- **Great Britain:** Total Food+Drug+Liquor+convenience GB (HD incl)
- **Italy:** Total Food+Drug IT (HD incl.)
- **Netherlands:** Total NL (Food+Drug+Liquor+Petrol+eCom.)
- **Norway:** Total NO (Food+Petrol & Kiosk) (HD excl.)
- **Portugal:** Total Food+Trad Drug PT (HD incl.)
- **Poland:** Total PL Food (HD incl.)
- **Romania:** Total RO (Food+convenience+petrol) (HD Excl)
- **Russia:** Total RU (Food) (HD incl.)
- **Sweden:** Total SE (Food+Drug+Convenience) (HD excl)
- **Switzerland:** Total CH (Food) (HD excl.)
- **Spain:** Total Food+Drug+eCom. ES (HD incl.)
- **Turkey:** Total Food TR (HD Excl.)