

Hershey to share new CIR research at TFWA Cannes



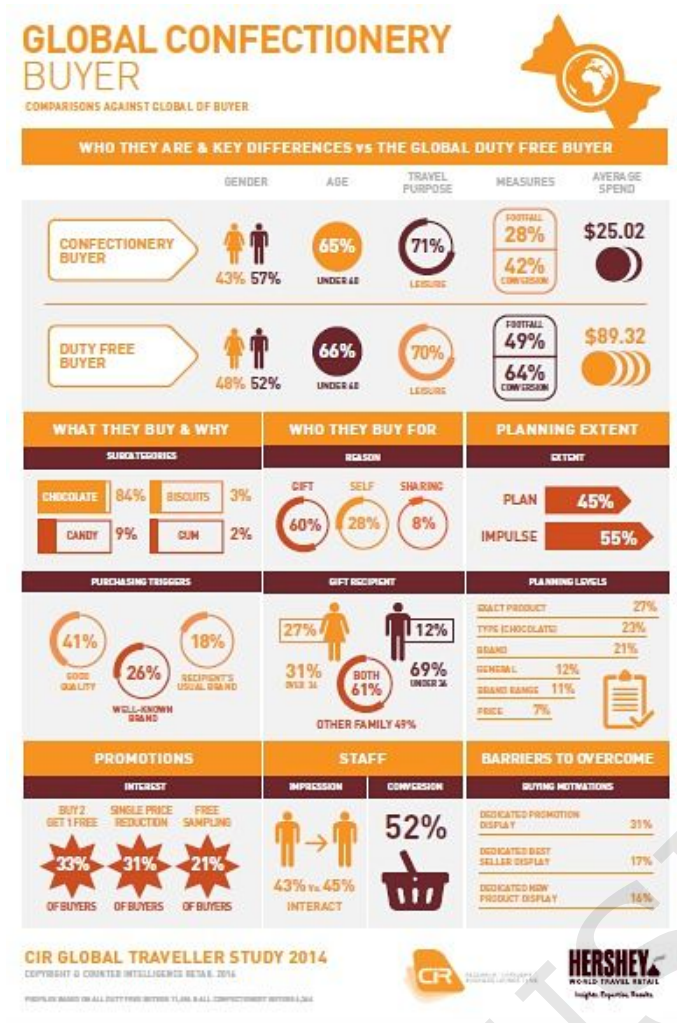
Top line results from a global confectionery study undertaken by Counter Intelligence Retail for Hershey show that confectionery shoppers in duty free spend an average of \$25.02 on the category.

The typical duty free shoppers' total basket is \$89.32 on average, and confectionery players are eager to gain a bigger slice of that spend.

The new study – based on nearly 20,000 interviews covering 15 airport locations around the world – also reveals which types of promotions are favoured by passengers, and what are the key buying motivations (see *infographic below and click to enlarge*).



More details results from the study will be revealed at the TFWA show in Cannes next month when Hershey says it will share them with its customers. The study will also inform Hershey's latest category vision and strategy which is focused on driving total category growth.



"We are proud to be on the cutting edge of shopper insights for the confectionery category in the duty free and travel retail channel," says Amy Wilson (left), Category Strategist at The Hershey Company.

"The report underscores Hershey's commitment to having a deep understanding of the channel and bringing that knowledge to all of our retail partnerships."

The comprehensive report from research and commercial development house, CIR, brings together feedback from more than 50 nations covering a range of key subjects from reasons for purchase to penetration and conversion figures.

"Confectionery represents an amazing opportunity for growth and our focus on building strong brand connections to create exciting snacking and gifting opportunities is at the heart of our strategy," adds Wilson.