



# Ferrero & related parties in Snacks

January 2024

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Scope

Executive summary

## STATE OF PLAY

Top companies at a glance

Ferrero & related parties' global footprint

The US surpasses other Ferrero markets with the acquisition of multiple top local brands

Ferrero expands into ice cream, confectionery and biscuits via consistent local acquisitions

## EXPOSURE TO FUTURE GROWTH

In 2023, Ferrero expands into chocolate tablets with the Kinder tablet in Germany

Global leading snacks brands are set to maintain their positions over the forecast period

## COMPETITIVE POSITIONING

Ferrero acquisitions Fulfil and Eat Natural compete with PepsiCo's cereal brand Quaker

Mondelez and Mars are Ferrero's main competitors as they all play in chocolate confectionery

Key categories and markets

Key brands and markets

Ferrero's top three chocolate confectionery markets see SKU increase during seasonal period

## CONFECTIONERY

Ferrero opens a plant in Turkey to supply the country and other north African countries

In China, Ferrero focuses on emerging sales channels such as livestreaming as habits shift

In both chocolate and sugar confectionery, the US shows high forecast growth potential

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Nutella biscuits are offered in multiple formats to increase visibility on retail shelves

Ferrero's plain biscuit, Kjeldsens, sees its sales picking up in China and Hong Kong in 2023

In two years, Ferrero invests in snack bars with the purchase of a factory and two companies

## ICE CREAM

North America becomes Ferrero's first ice cream market in 2023 following Wells acquisition

Ferrero expands its ice cream portfolio via historical brands and targets all eating occasions

Halo Top, Ferrero newly acquired brand offers both indulgent and low calorie ice cream

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

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