



Euromonitor  
International

# The Hershey Co in Snacks

October 2023

Table of Contents

## INTRODUCTION

Scope  
Executive summary

## STATE OF PLAY

Top companies at a glance

## STATE OF PLAY

The Hershey Co's global footprint  
Chocolate confectionery and the US continue to feature heavily in Hershey's sales  
Market momentum and market share gains fuelling growth at Hershey

## EXPOSURE TO FUTURE GROWTH

Chocolate confectionery in the US will dominate Hershey's new sales  
No changes expected among the top 10 players in the coming years  
ONE brand driving Hershey's expansion in snack bars  
Hershey offering "permissible snacking" with BFY, organic and plant-based products

## COMPETITIVE POSITIONING

All top 10 players recording increasing sales over 2020-2023

## COMPETITIVE POSITIONING

Hershey's main overlap is with fellow US chocolate confectionery giant Mars Inc  
Hershey's key categories and markets  
Hershey's key brands

## COMPETITIVE POSITIONING

Focus on digital growth important, but store-based sales continue to dominate  
Hershey looking for 100% cocoa sourcing visibility by 2025

## CONFECTIONERY

North America dominates, but Hershey could make global plays  
Chocolate confectionery dominates its sales in all of Hershey's top 10 country markets  
Countlines lead in the US and the UK, but other products key elsewhere  
Hershey has a wide category sales spread in US sugar confectionery  
Hershey introduces plant-based varieties in its Reese's and Hershey's lines

## SAVOURY SNACKS

North America dominates Hershey's growing savoury snacks business  
There are no savoury snacks sales outside North America for Hershey  
Hershey acts to further expand its savoury snacks operations

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs  
Projected company sales: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-hershey-co-in-snacks/report](http://www.euromonitor.com/the-hershey-co-in-snacks/report).