

The Hershey Co in Snacks

October 2023

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STATE OF PLAY

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ONE brand driving Hershey's expansion in snack bars
Hershey offering "permissible snacking" with BFY, organic and plant-based products

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COMPETITIVE POSITIONING

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COMPETITIVE POSITIONING

Focus on digital growth important, but store-based sales continue to dominate
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Chocolate confectionery dominates its sales in all of Hershey's top 10 country markets
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Hershey has a wide category sales spread in US sugar confectionery
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North America dominates Hershey's growing savoury snacks business
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Projected company sales: FAQs

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