

# Mars Inc in Snacks

October 2023

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Chocolate confectionery in the US will dominate Mars Inc's new sales

No changes expected among the top 10 players in the coming years

Mars continues expanding its healthy snacking options

New packaging solutions show Mars Inc's commitment to sustainability

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All top 10 players recording increasing sales over 2020-2023

Chocolate confectionery the main area of overlap, although snack bars is growing

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Focus on digital growth important, but store-based sales continue to dominate

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North America still clearly leads Mars Inc's confectionery sales

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Chocolate pouches and bags edge ahead of countlines globally in the pandemic

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North America dominates Mars Inc's snack bars sales

KIND leads sales of fruit and nut bars, but other brands present elsewhere

It's a KIND of magic

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Executive summary

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Projected company sales: FAQs

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