

## Less Sugar, Please: “Healthy” Candy is Increasing in Popularity Among Consumers

*Shopkick’s National Candy Month data reveals 47 percent of consumers are seeking out “healthy” candy options to lower their sugar intake*

**DENVER, CO. -- June 5, 2023** -- In honor of National Candy Month, [Shopkick](#), a leading shopping rewards app, surveyed over 7,000 Americans to learn all about their candy purchasing habits and preferences. While 87 percent of consumers regularly purchase candy, Americans of all ages are seeking “healthy” candy alternatives, as they are prioritizing eating healthier and decreasing their sugar intake.

### Key Insights Include:

- **Crazy for Cocoa:** Chocolate remains the favorite candy category among the majority of consumers (91 percent in 2023; 90 percent in 2022). Like last year, Reese’s and M&M’s are nearly tied for consumers’ favorite chocolate candy (56 and 57 percent respectively), followed by Snickers and KitKats (47 percent respectively) and Hershey’s (44 percent).
- **Favorite Flavors:** Besides chocolate, the next most popular category of candy is sweet (62 percent), followed by sour (33 percent), minty (30 percent) and spicy (10 percent). The candy brands consumers love the most in each category are Starburst (51 percent), Sour Patch Kids (70 percent), York Peppermint Patties (65 percent), and Hot Tamales (58 percent).
- **Lower-Sugar Intake:** Sugar is top of mind for candy buying consumers. Of those who do not regularly purchase candy (13 percent), 50 percent say it is to decrease their sugar consumption. Of those who do regularly purchase candy (87 percent), almost half (47 percent) seek out “healthy” candy alternatives. Americans’ favorite “healthy” candies are BarkThins (31 percent), SkinnyDipped Chocolate Peanut Butter Cups (30 percent), and SmartSweets Low-Sugar Gummies (23 percent).
- **Sweets Shopping:** The vast majority of consumers (87 percent) are regularly buying candy. When it comes to frequency, 37 percent of shoppers buy candy a few times a month, whereas 18 percent buy a few times a week, and 17 percent buy once a week.
- **Cheap Treats:** When it comes to how much consumers are willing to spend to satisfy their need for treats, about half (48 percent) are willing to spend between \$5 and \$10. Other consumers are willing to spend less than \$5 (34 percent), between \$11 and \$20 (14 percent) and between \$21 and \$50 (3 percent).
- **Where to Get the Sugar Fix:** Ninety-two percent of candy consumers purchase them at grocery stores. Other popular candy hubs are convenience stores (41 percent), candy stores (17 percent), movies and concerts (12 percent), and online (7 percent).
- **The Best Place for a Treat:** The majority of Americans’ favorite place to enjoy their confectionary treats is from the comfort of their own home (90 percent). Other consumers snack on sugar while traveling in cars, airplanes, trains and boats (67 percent) and at the movie theater (32 percent).
- **Unwavering Brand Loyalty:** While consumer loyalty has wavered in recent years, nearly all Americans (91 percent) have pledged allegiance to their favorite candy brands.

*Shopkick conducted this survey of 7,000 American consumers between May 20-25, 2023.*

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**About Shopkick, Inc.**

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay-for-performance model has been proven to deliver high ROI while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit [www.shopkick.com](http://www.shopkick.com).