



# The Sweet Taste of Success: Unwrapping Confectionery Ratings & Reviews



**MARS**

Make better decisions, faster, with access to rapid  
insights at every stage of the consumer journey



**Shannon Goddard**  
**Digital Acceleration  
Leader**



# Who We Are

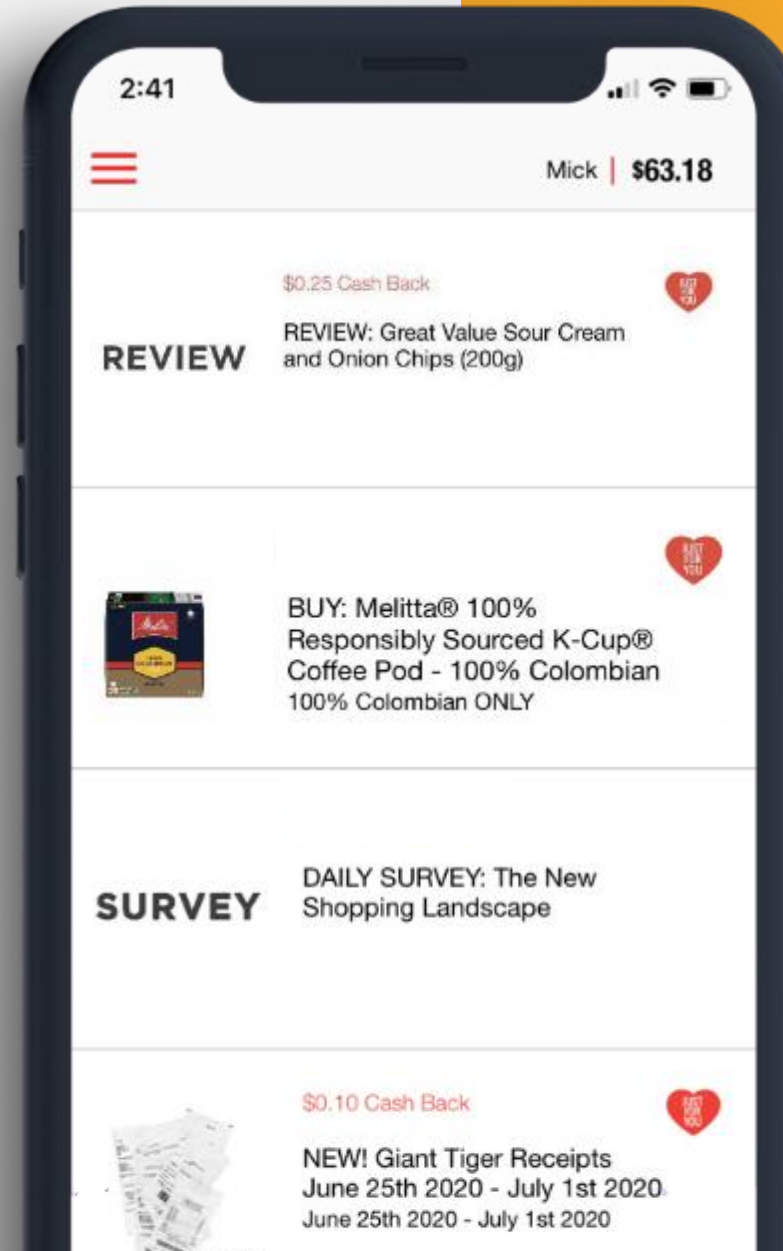


**Mark Smith**  
**VP, Brand Partnerships**



# AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



# Large & Diverse Canadian Panel

## Panel Details



Large and diverse daily active panel in Canada: 10,000+



Every type of shopper



Canadian representative samples



Holistic understanding across path to purchase



Engaged users rewarded for actions



Dynamic, on-demand reporting dashboard

Macro and niche data verticals including:

- New Moms
- Costco Shopper
- Amazon Prime Members
- Cannabis Consumers
- Health Professional
- Luxury Shoppers
- Shopper Dad
- Repeat Purchasers
- Vegan Buyers
- Pop Consumers
- Environmentalists

# MARS Who doesn't know Mars!

Mars, Incorporated is an American multinational manufacturer of confectionery, pet food, and other food products and a provider of animal care services, with US\$45 billion in annual sales in 2022.

Mars was ranked as the fourth-largest privately held company in the United States by Forbes. Headquartered in McLean, Virginia, the company is entirely owned by the Mars family.

Mars operates in four business segments around the world: Mars Wrigley Confectionery (headquartered in Chicago, Illinois, with U.S. headquarters in Hackettstown and Newark, New Jersey), Petcare (Zaventem, Belgium; Poncitlán and Jalisco, Mexico; Querétaro, Mexico), Food (Rancho Dominguez, California), and MARS Edge (Germantown, Maryland), the company's life sciences division.

*For more information please visit: <https://can.mars.com/en>*



# TODAY'S AGENDA

- **Current Landscape of Canadian Confectionery Industry**
- **Purchase Habits – What We Know**
- **Ratings and Reviews in the Confectionery Category**
- **How Caddle's Ratings & Reviews Product Works**
- **Q&A**

# About the Surveys

- Target – Confectionery Shoppers
- Series of studies conducted September-October 2023
- Ratings & Review Insights, Shopping Insights and bonus Halloween Insights
- 5 categories

Surveys are referenced throughout by their Survey Letter (in brackets in the table)

# Methodology

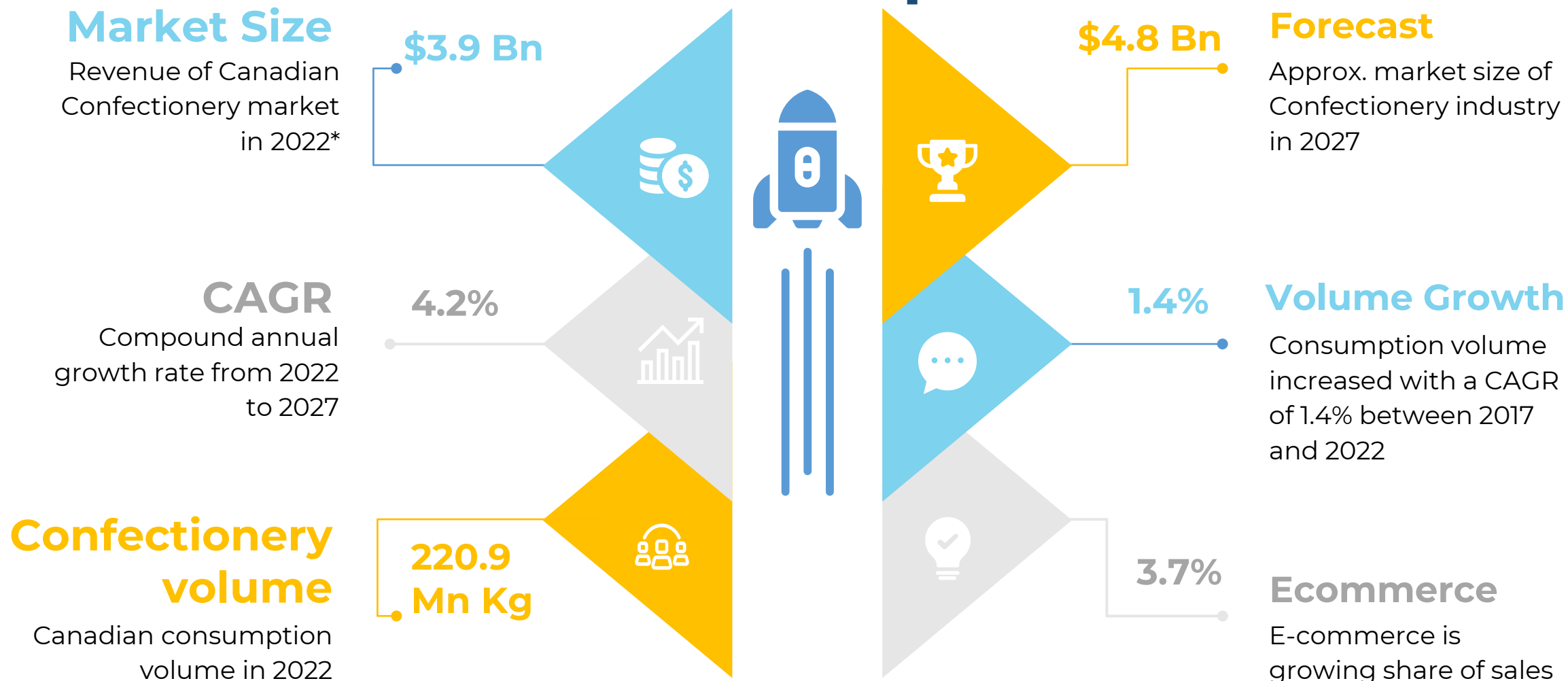
Topic	Date	Sample Size – Ratings & Reviews Insights	Sample Size – Shopping Insights	Sample Size – Halloween Insights
Candy	Oct 2023	5,908 (A)	7,679 (F)	ALL: 9,789 Purchase Halloween items: 6,481 (Sep '23) (K)
Cookies	Sept 2023	6,639 (B)	8,158 (Aug '23) (G)	
Dark Chocolate	Sept 2023	5,154 (C)	6,869 (H)	
Milk Chocolate	Sept 2023	5,656 (D)	5,435 (I)	
White Chocolate	Sept 2023	3,815 (E)	6,197 (J)	



# Current Landscape of Canadian Confectionery Industry



# Canadian Confectionery Industry Landscape



# Purchase Habits – What We Know



# Main “Store Types” for Confectionery Categories

## Top 5 stores



### Candy

- 1 Walmart
- 2 Dollar
- 3 Discount grocery
- 4 Traditional grocery
- 5 Costco



### Cookies

- Discount grocery
- Traditional grocery
- Walmart
- Costco
- Dollar



### Chocolate (Avg.)

- Discount grocery
- Traditional grocery
- Walmart
- Drug store
- Dollar

# Main “Store Types” for Confectionery Categories

## Top 5 stores



### Dark Chocolate

- 1 Traditional grocery
- 2 Discount grocery
- 3 Walmart
- 4 Drug store
- 5 Costco



### Milk Chocolate

- Discount grocery
- Traditional grocery
- Walmart
- Drug store
- Dollar



### White Chocolate

- Walmart
- Traditional grocery
- Discount grocery
- Drug store
- Dollar

## Opportunity #1: Openness to change

One in five\* have changed where they buy Confectionery in the past six months

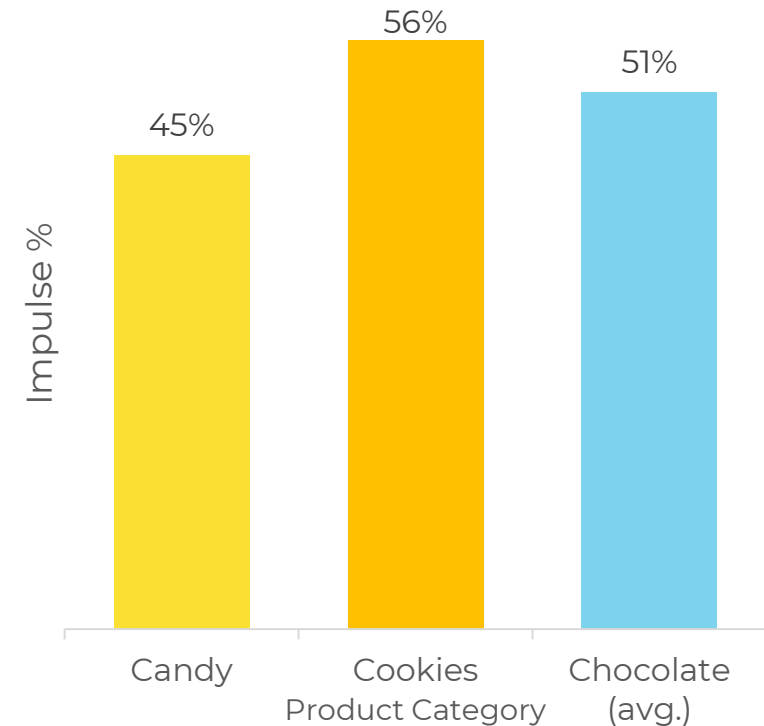
If preferred brand is not available:

- A third\*\* would switch to a different brand
- One in five\*\*\* would go to another store to find it

\*18% - 19% depending on product  
\*\* 33% - 35% depending on product  
\*\*\* 17% - 19% depending on product

Source: Caddle Surveys F – J. Please refer to methodology slide

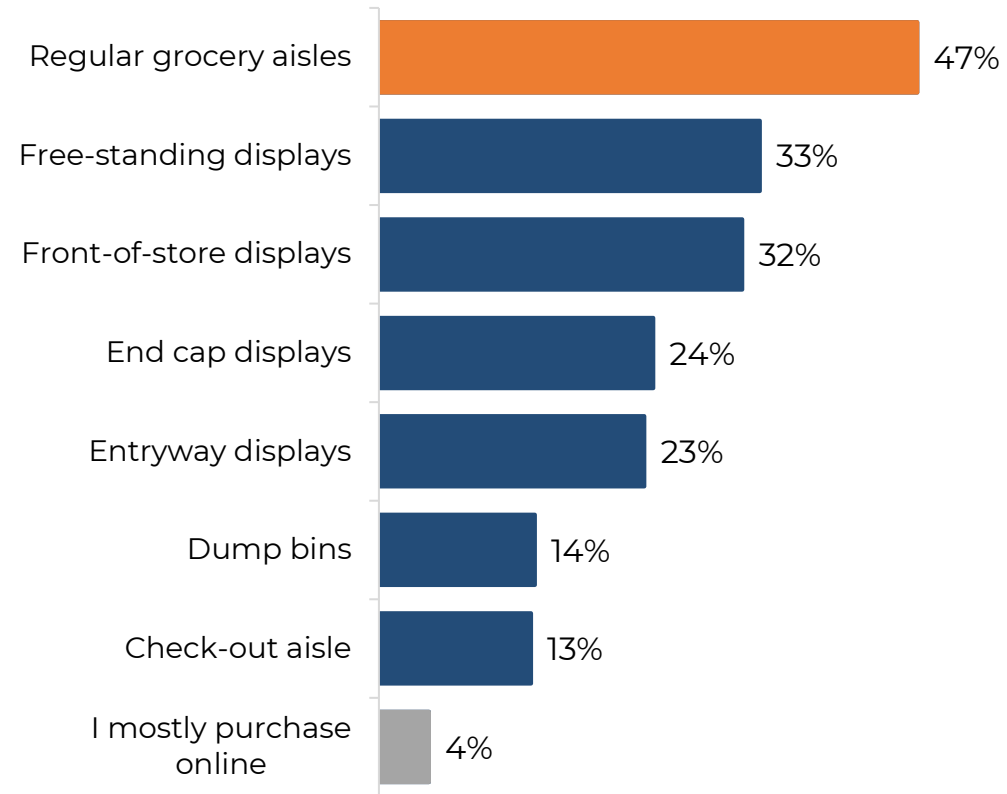
## Opportunity #2: Impulse Buys are high for this category



**64%  
make  
Halloween-  
related  
purchases**

## Bonus: Halloween Insights

### Where in the store?



**45%** Make a dedicated Halloween shopping trip

**87%** Prefers shopping locally in-person rather than online for Halloween

# Ratings and Reviews in the Confectionery Category



# Ratings and Reviews are moderately important in the confectionery category



On average  
**35%**

*Say R+R are important (very / somewhat) in purchase decisions in this category*

# Most important review features

**Top Tier and Secondary Tier  
importance when looking at Reviews in this  
category:**

**1**

**Quality**

**Overall Star Rating**

**2**

**Helpfulness**

**Verified Purchase**

**Most Recent**



# Frequency of Ratings & Reviews use when buying Sweet Cs

## In-Store On average for category:

*Always:*

11%

*Always + Often:*

22%

*Always + Often + Sometimes:*

41%

## Online On average for category:

*Always:*

11%

*Always + Often:*

24%

*Always + Often + Sometimes:*

44%

# Why Ratings + Reviews Are Crucial for Consumers and Business



# More Reviews = More Sales★

- Product pages with reviews have 3x more sales than pages without reviews
- First 50 reviews provide +30% lift in orders
- Reviews make products more discoverable on Google

## Lost sales:

**57%** of consumers will have decreased intentions to purchase when there are no R&Rs

## Giving business to competitors:

**41%** of consumers would switch to another retailer if R&Rs are not on their website

## Timeliness:

**57%** of consumers think R&Rs older than 4 months are considered “outdated”

## Rating:

**62%** of consumers look for a 4.0 star-rating or higher when purchasing a product online

**Caddle has an average star-rating of 4.3 due to our hyper- targeting and screening process**

# The Secret to Top Of Fold



**Number of Reviews:** 30-50 relevant reviews

**Star Rating: Average** Star Rating of 4 stars and above

**Recency:** Within a time-range of 3-5 months

**Google's Algorithm Rewards  
SKUs with this Optimal Mix**

# How our Ratings & Reviews Product works



# Caddle R&R Syndication Network



- Incentivize Caddle's members
- Receipt capture & verified purchase
- Brands extend reach to Retailer websites directly
- 80% less touchpoints vs. competitors
- Fast results & comprehensive reporting

Walmart



# Caddle's Track Record in Ratings & Reviews

Caddle has spent 5+ years building a trusted panel of Canadian consumers

200K+

Ratings & Reviews Collected  
through Caddle

4.4

Average Rating & Review  
Star Rating

10,000's

of Products Reviewed  
through Caddle

Trusted by the Biggest Brands in CPG &  
Retail

# Caddle - Your Trusted Partner

- Large and diverse 1<sup>st</sup> party Canadian panel
- Trusted by fortune 500 brands
- A complete and turn-key annual solution
- Simple and easy set-up and execution
- No shipping of samples
- Up to 90% in time-savings and 50% in cost-savings
- Fast! Reviews start syndicating in 3-5 days
- The most environmentally sustainable solution
- Syndication through Bazaarvoice, Walmart, or Canadian Tire (and our partner list is growing!)



# Sweet Reviews

## with Caddle





Let's talk reviews.



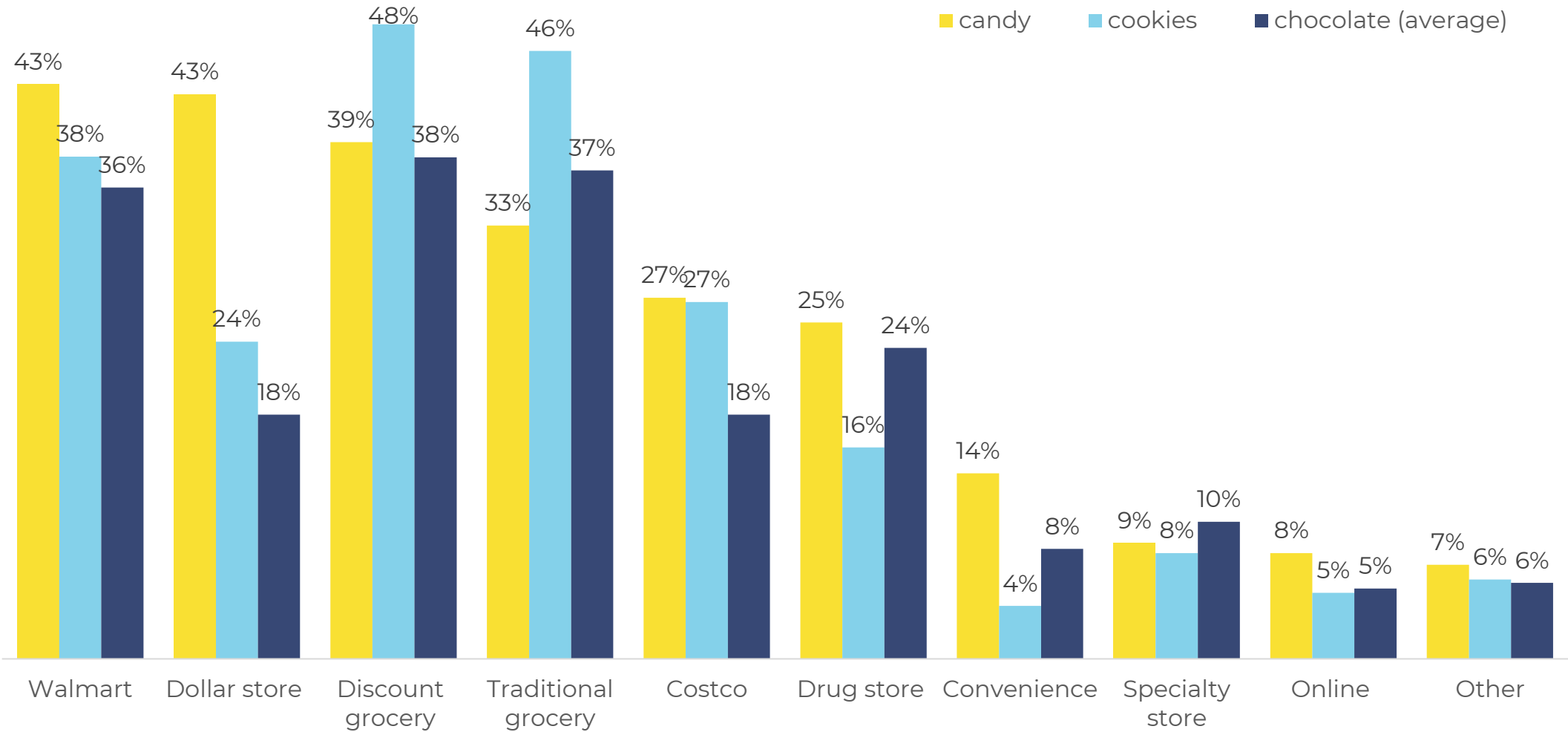
# Appendix



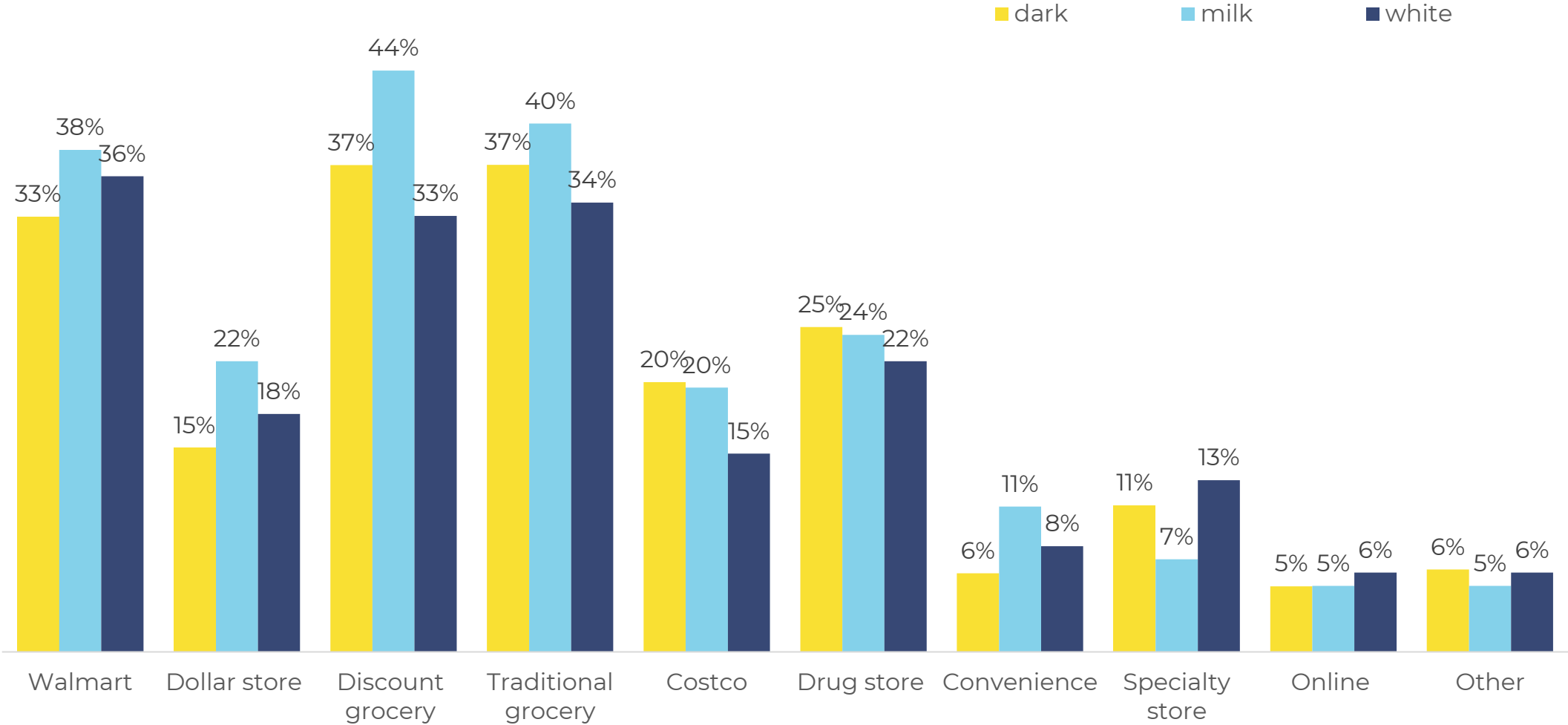
# Purchase Habits – What We Know



# Main “Store Types” for Confectionery Categories



# Main “Store Types” for Chocolate

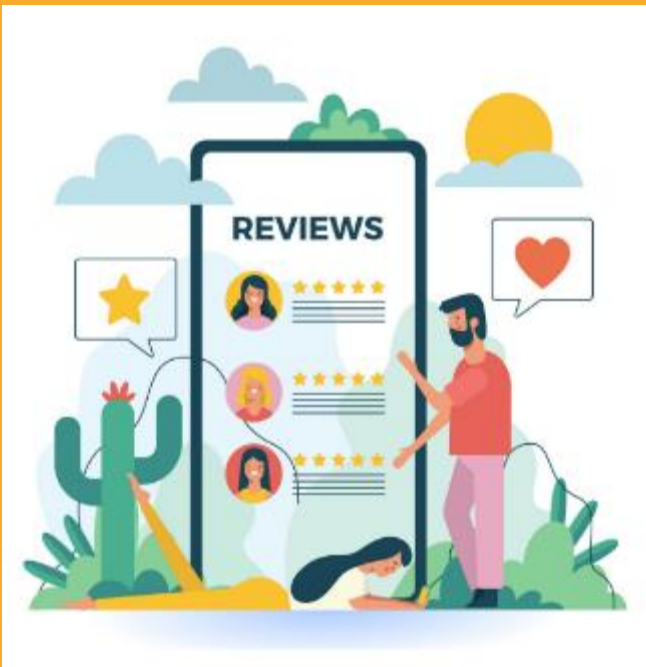
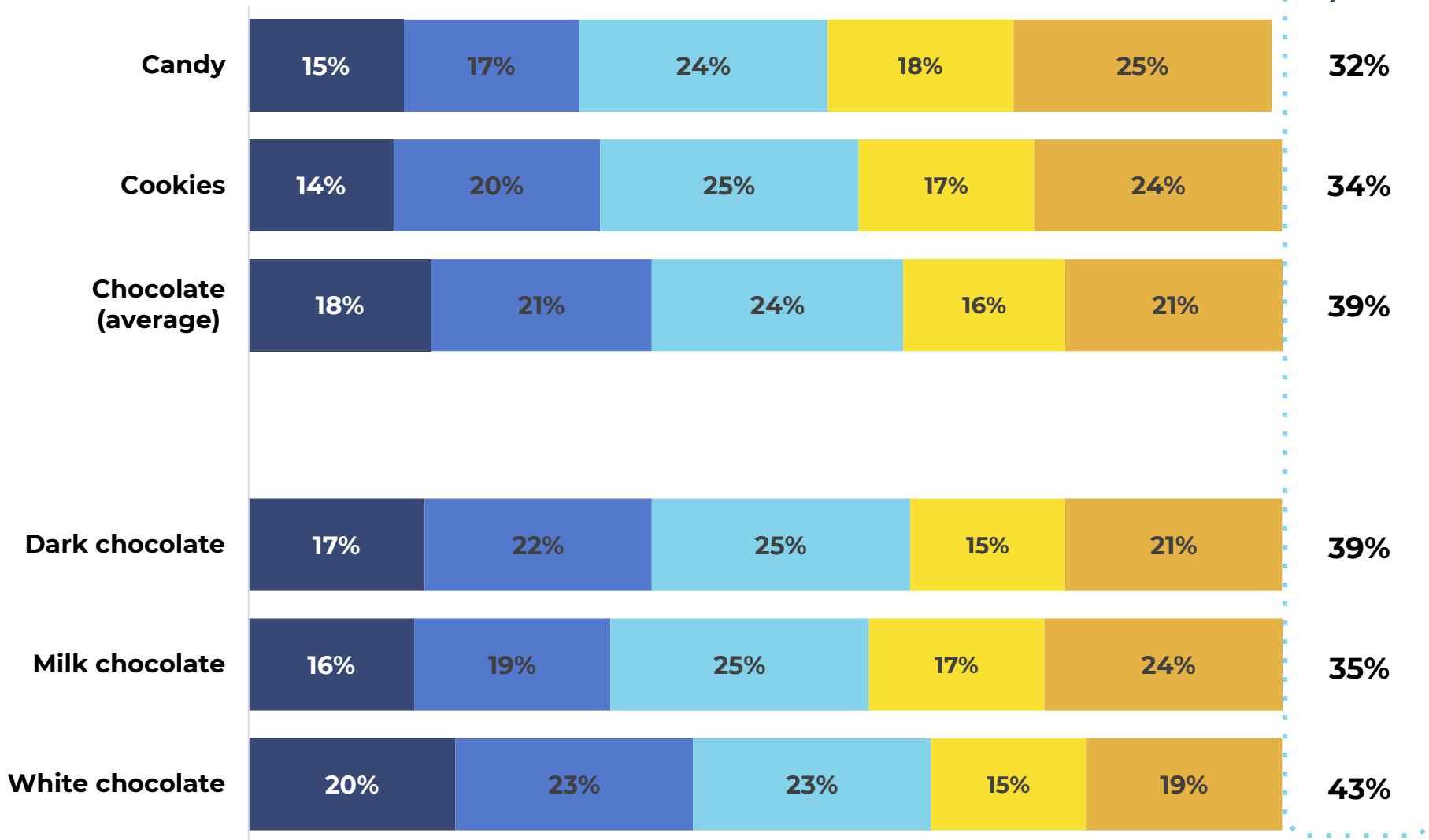


# Ratings and Reviews in the Confectionery Category



# Importance of Ratings & Reviews in decision-making

■ Very important ■ Somewhat important ■ Neutral ■ Not very important ■ Not at all important



**35%**

AVERAGE  
VERY / SOMEWHAT  
IMPORTANT

# On average for category:

Always:

11%

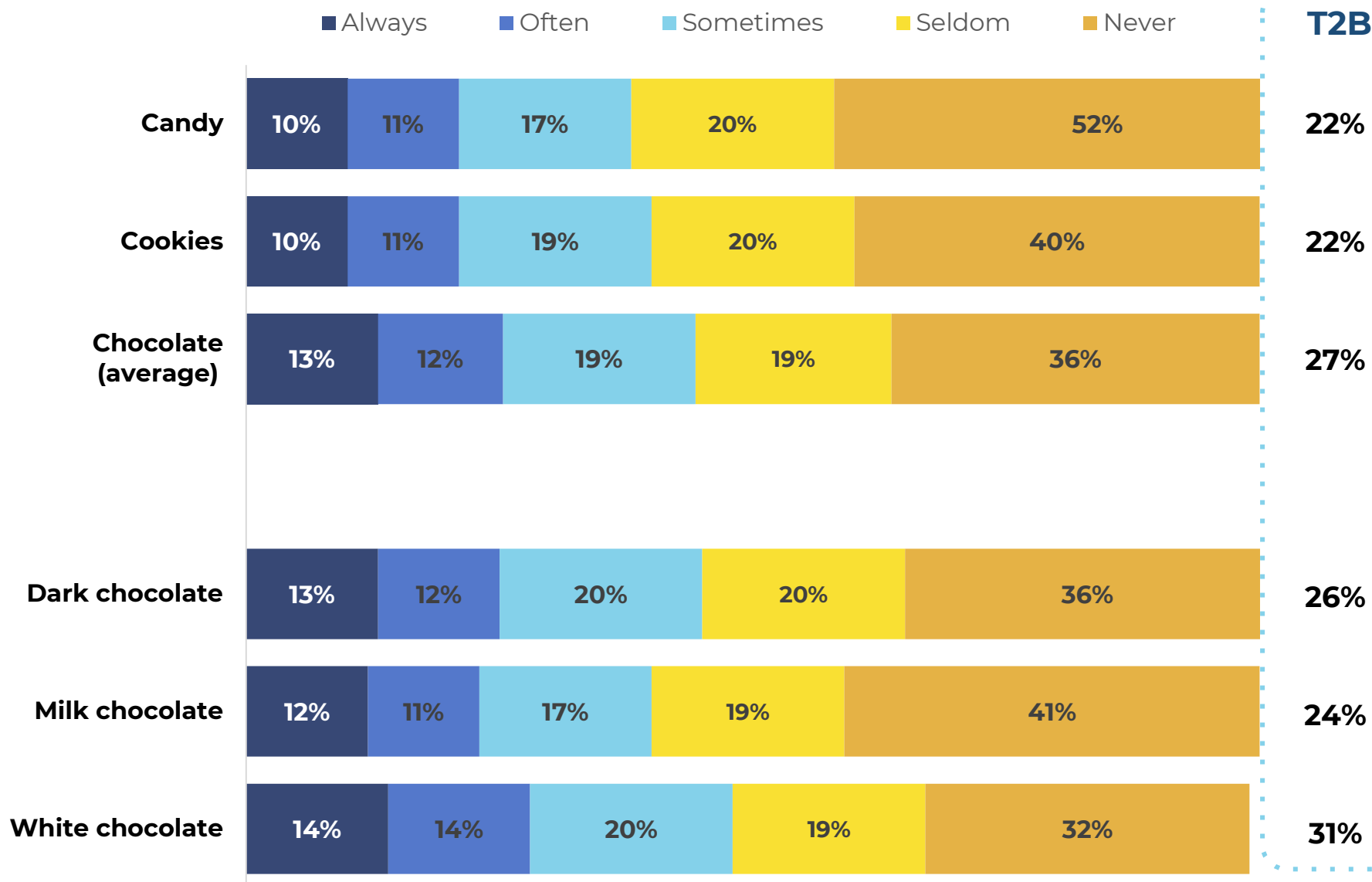
Always + Often:

22%

Always + Often + Sometimes:

41%

## Frequency of Ratings & Reviews use when buying IN STORE



# On average for category:

Always:

11%

Always + Often:

24%

Always + Often + Sometimes:

44%

## Frequency of Ratings & Reviews use when buying ONLINE

