



National Confectioners Association

ALWAYS A TREAT

THE



POWER OF



SWEET

**THE ECONOMIC IMPACT & LEADERSHIP OF
AMERICA'S CONFECTIONERY INDUSTRY**



THE **POWER** OF SWEET

CONFECTIONERY INDUSTRY BY THE NUMBERS



ONE
CONFECTIONERY
JOB



THE CONFECTIONERY INDUSTRY

Making candy, chocolate, gum and mints, our industry plays an important role in the U.S. economy. We create and support good-paying jobs across the board as we source our ingredients and move our products to the marketplace.

465K



**SUPPORTS SEVEN JOBS IN
OUR ECONOMY**

\$35B RETAIL SALES,
INCLUDING \$2B
IN EXPORTS

\$10B IN US
TAXES



SUPPLIERS

From dairy, nuts, sugar and cocoa to our packaging materials, we support other industries as we source our ingredients.



MANUFACTURING

Our industry is comprised of hundreds of small, family-owned businesses that operate more than 1,000 manufacturing facilities in all 50 states.



TRANSPORTATION

Moving our products from manufacturing facilities to the marketplace creates and supports good-paying jobs in the shipping and warehousing industry.

235K

55K

13K



SUPPORTING THE COMMUNITIES WHERE WE LIVE & WORK



RETAIL

The sale of candy and other confectionery products at stores helps create and support jobs in retail.

162K



Our leadership and community involvement goes beyond the candy aisle in the grocery store. The confectionery industry has a long-standing history of collaborative philanthropic support. From granting paid leave for employees to volunteer their time, to supporting our troops to sponsoring local youth athletics, our member companies are active in the communities they serve. Engaging in sustainability programs, our member companies are working hard to ensure that every stakeholder in our entire value and supply chain wins – from farmers to our retail customers.

Confectioners are vital to the economic success of our communities, as they have been manufacturing some of the world's most iconic brands for decades. From our transparency efforts to our responsible marketing practices, to our corporate responsibility and sustainability efforts, we are providing consumers great-tasting products and the value and choices they deserve. The impact of this strong, thriving, innovative industry echoes across the country, where these companies are helping make life a little sweeter.

We are creating American products with American workers in cities and towns throughout the United States. And that is the power of sweet.



RESPONSIBILITY & INNOVATION



CALORIE COUNTS: RIGHT UP FRONT

We are providing consumers with the information, options and support they need to make the choices that are right for them. Our front-of-pack labeling program puts calorie information right at consumers' fingertips.

RESPONSIBLE MARKETING

We are committed to marketing our products responsibly. Leading candy companies have joined the Children's Food and Beverage Advertising Initiative (CFBAI), including The Hershey Company, Mars, Inc., Nestlé USA, Mondelēz International, Inc., Ferrero USA, Inc., and American Licorice Company.

PRODUCT & PACKAGING INNOVATION

Candy is a special treat that has played an important role in cultural traditions and seasonal celebrations for thousands of years. We make a wide variety of options - available in packages ranging from fun size to share size - that can bring a little sweetness to any occasion.



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#PowerOfSweet



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