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CONSUMER & BRAND

Brand KPIs for chocolate & candy bars: Hershey's in Brazil

Consumer Insights report

Consumer Insights
by **statista** 

October 2024



Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, consumption, loyalty, and media buzz.

This report is based on Hershey's performance in the chocolate & candy bar market.

If you would like to find out more about the Consumer Insights at [Consumer Insights](#) or the Brand Profiler, please click the link below.

Methodology

Design: Online Survey

Duration: approx. 15 minutes

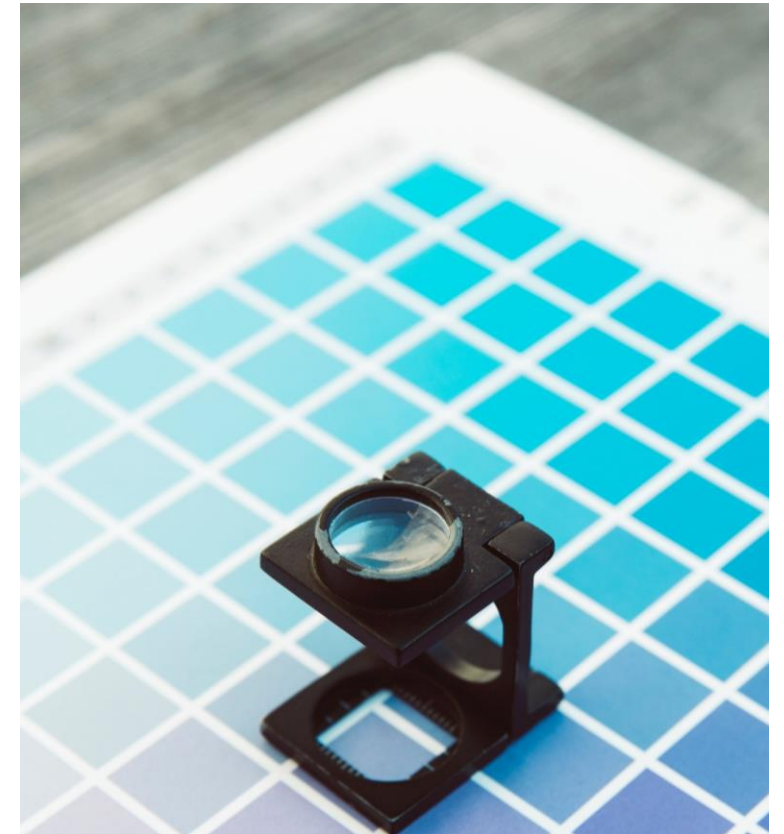
Language: official language(s) of each country with American English offered as an alternative

Regions: Brazil, Germany, India, Mexico, U.S. and UK

Number of respondents: approx. 5000

Sample: Internet users, aged 18 - 64, quotas set on gender and age

Fieldwork: April-May 2024



84% of Hershey's consumers display loyalty towards the brand

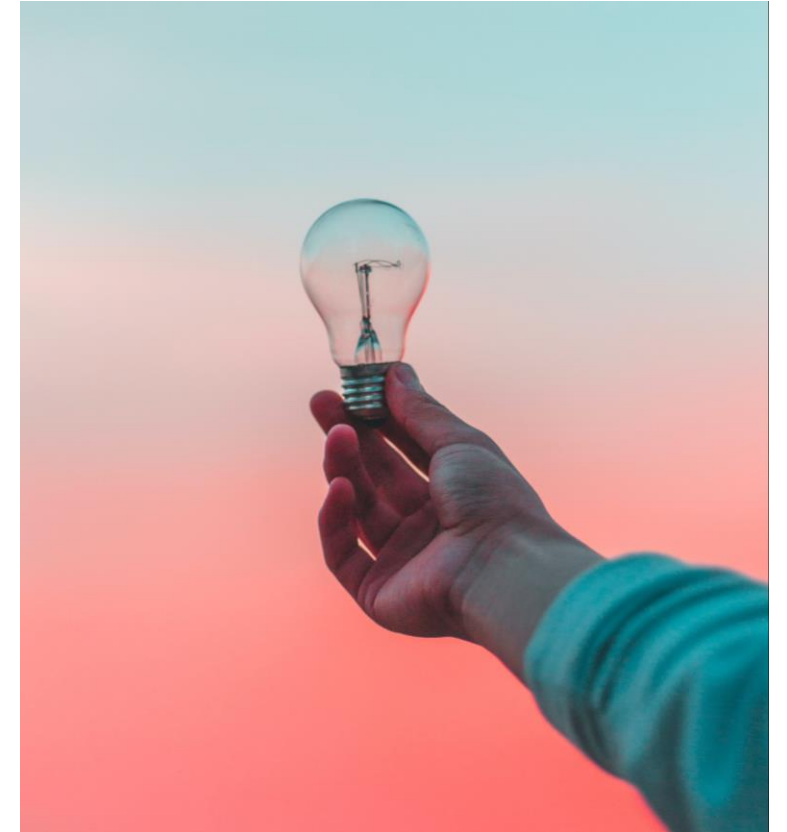
Introduction: key insights

Who does the brand appeal to?

- Hershey's branding resonates with Gen X similarly to other brands in the industry
- Hershey's generally appeals to women more than men
- Among Hershey's enthusiasts, 37% fall under the high-income category
- Consumers want their chocolate & candy bar brands to have reliability, authenticity, and honesty / trustworthiness

How does the brand perform in the market?

- Hershey's ranks tenth in awareness within the chocolate & candy bar market
- The popularity rating of Hershey's is 54%
- Hershey's ranks seventh in consumption
- In terms of loyalty, Hershey's is ninth in Brazil
- Hershey's has a score of 26% for media buzz



CHAPTER 01

Brand profile

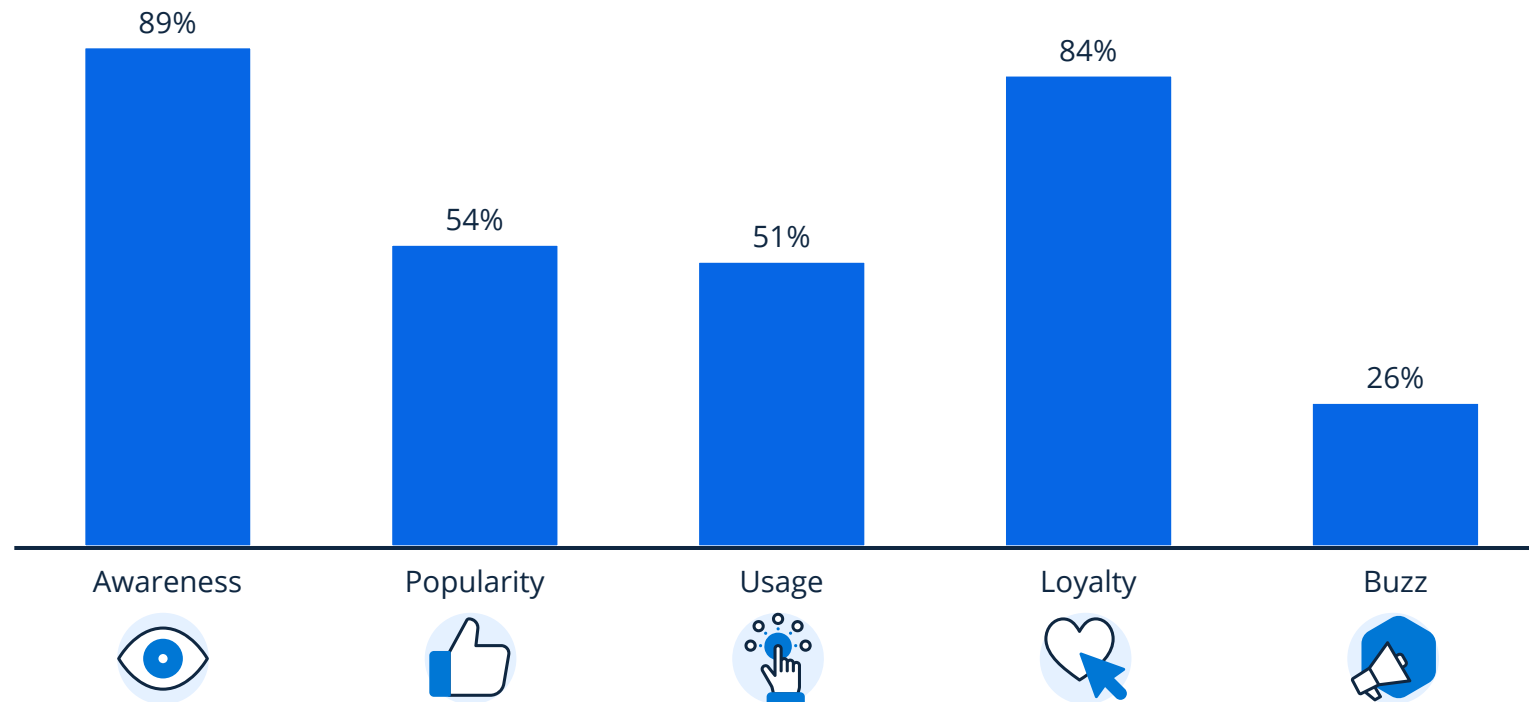
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Awareness is the highest scoring KPI for Hershey's at 89%

Brand profile: snapshot

Brand performance of Hershey's in Brazil



5 **Notes:** Chocolate & candy bars 'awareness', 'popularity', 'consumption', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=1,110, respondents who know the individual brand (popularity), n=1,110, respondents who know the individual brand (consumption), n=567, respondents who have consumed the individual brand (loyalty), n=1,110, respondents who know the individual brand (buzz)
Sources: [Consumer Insights Global](#), as of October 2024

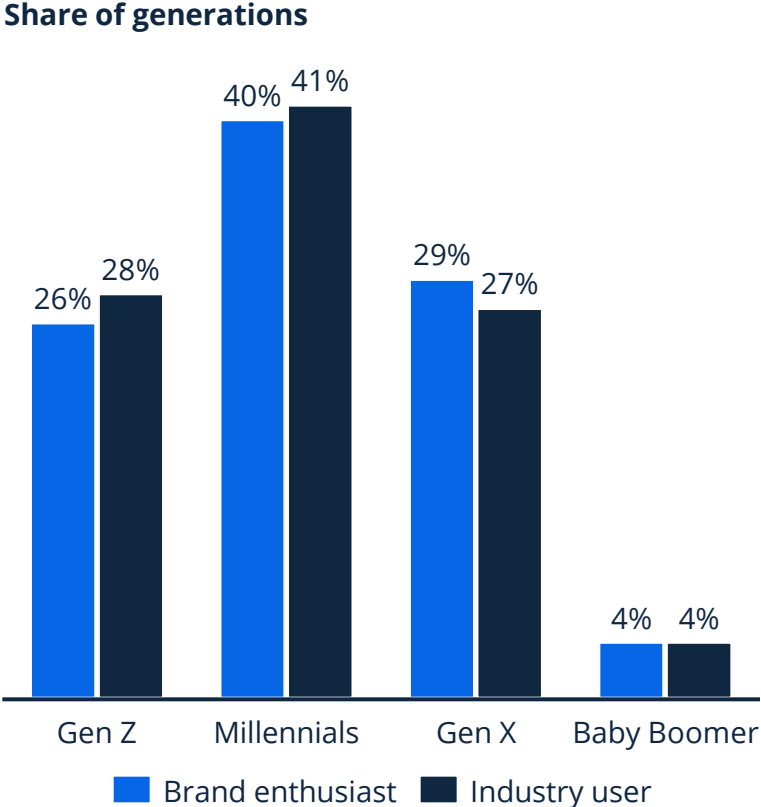
Hershey's branding resonates with Gen X similarly to other brands in the industry

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like Hershey's by generation versus the share of industry users in general, we can see that Hershey's is liked by 4% of Baby boomers and 29% of Gen Xers, whereas the total share of industry users is 4% and 27%, respectively.

For Millennials and Gen Z, 40% and 26% feel positively towards Hershey's, versus 41% and 28%. So currently, for Hershey's, Gen X connects most with their brand compared to the overall industry user.



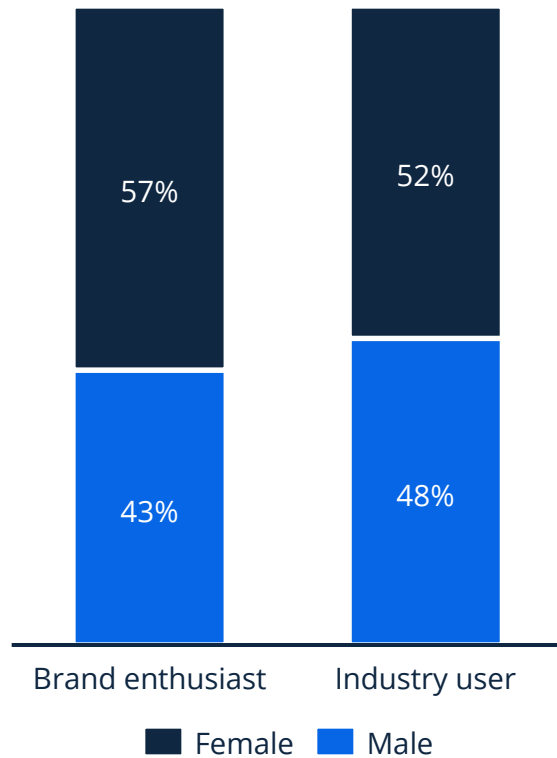
6 Notes: "How old are you?"; Single Pick; "When it comes to chocolate & candy bars, which of the following brands do you like?"; Multi Pick; Base: n=601, Hershey's enthusiast, n=1,232, chocolate & candy bar consumers

Sources: [Consumer Insights Global](#), as of October 2024

Hershey's generally appeals to women more than men

Brand profile: consumer demographics (2/3)

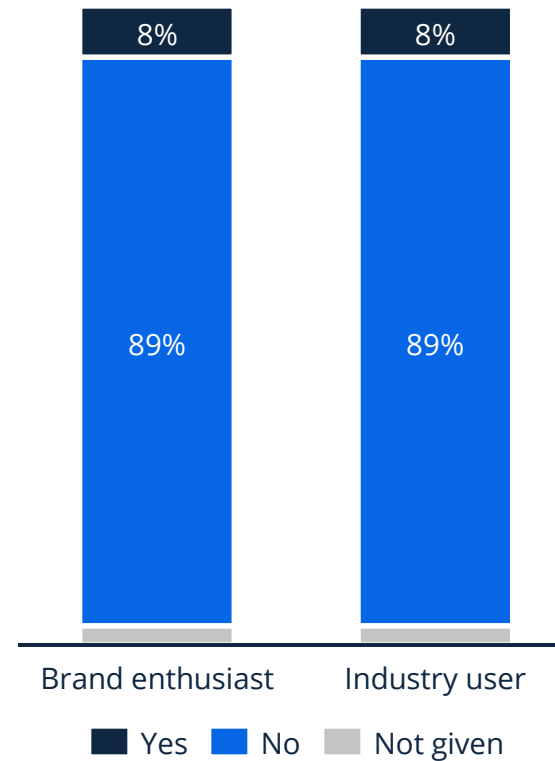
Gender



The Gender split between brand enthusiasts of Hershey's shows that women are more likely to have an affinity with the brand compared to men.

56% of women like Hershey's compared to 43% of men, whereas for the overall industry, 52% of women consume chocolate & candy bars compared to 48% of men.

LGBTQIA+ status



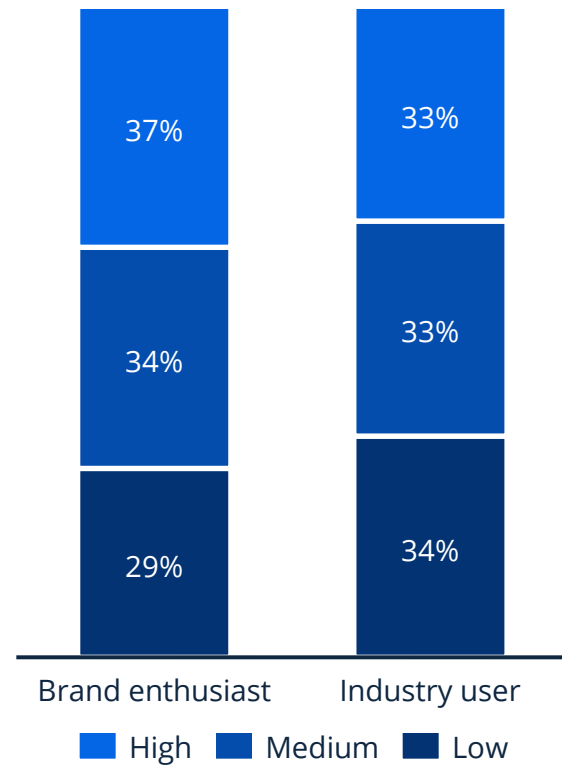
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Hershey's has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

8% of Hershey's enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 8% among industry users overall.

Among Hershey's enthusiasts, 37% fall under the high-income category

Brand profile: consumer demographics (3/3)

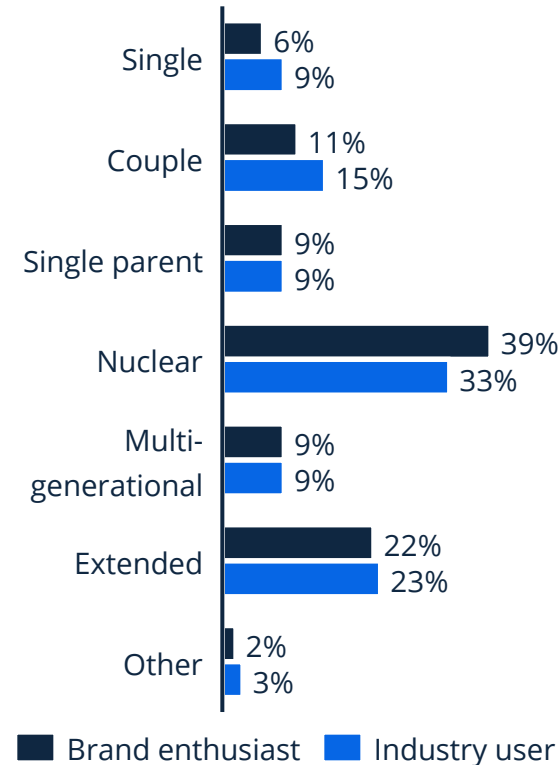
Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and consumers within the industry.

37% of Hershey's enthusiasts are from high-income households.

Household type



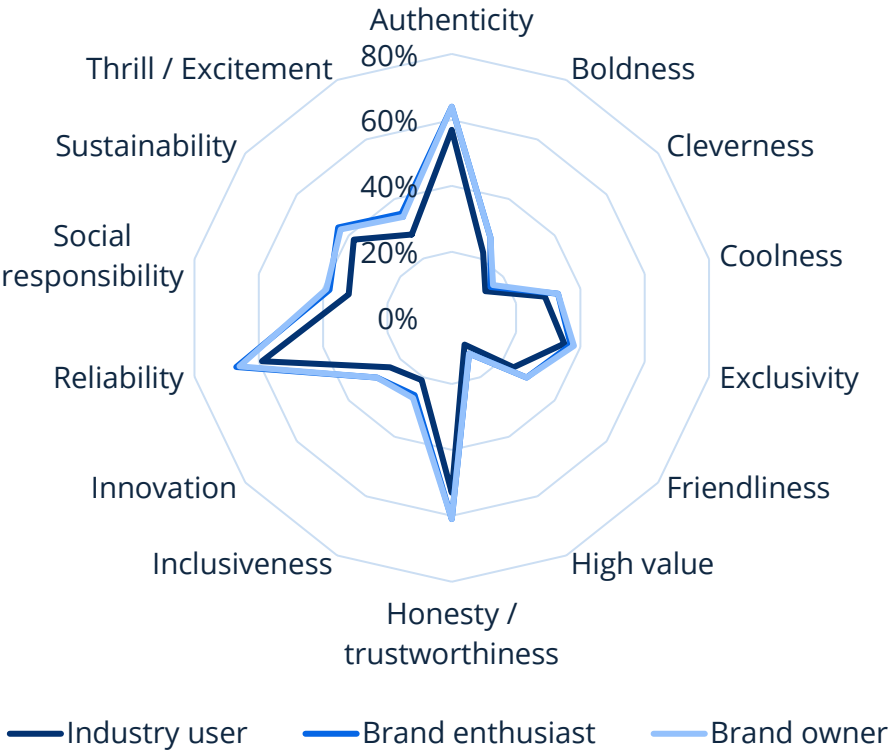
The chart shows the household type, taking into account factors such as household size, family structure, and the number of children.

Hershey's brand is generally enjoyed more by consumers who are part of a nuclear household, 39% of Hershey's enthusiasts have this current living situation.

Consumers want their chocolate & candy bar brands to have reliability, authenticity, and honesty / trustworthiness

Brand profile: qualities

Qualities consumers want from chocolate & candy bar brands



For chocolate & candy bars, the top three qualities consumers want from a brand are reliability, authenticity, and honesty / trustworthiness.

Hershey's consumers also appreciate these key attributes, indicating Hershey's exudes these qualities.

The qualities that Hershey's enthusiasts are least focused on are high value and cleverness.

Hershey's should work on promoting thrill / excitement to convert enthusiasts into owners.



9 Notes: "When it comes to chocolate & candy bars, which of these aspects are most important to you?"; Multi Pick; "When it comes to chocolate & candy bars, which of the following brands do you like?"; Multi Pick; "When it comes to chocolate & candy bars, which of the following brands have you consumed in the past 12 months?"; Multi Pick; Base: n=567, Hershey's consumers', n=601, Hershey's enthusiast, n=1,232, chocolate & candy bar consumers

Sources: [Consumer Insights Global](https://www.consumerinsights.com), as of October 2024

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