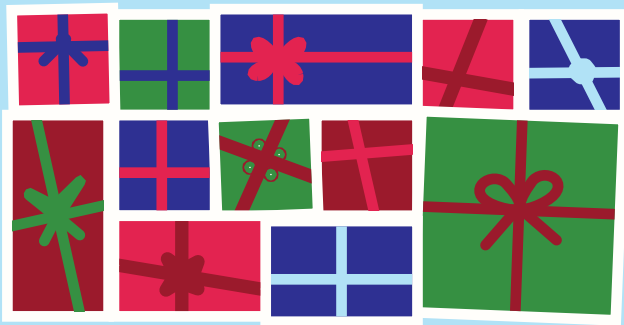


Treats & Trends

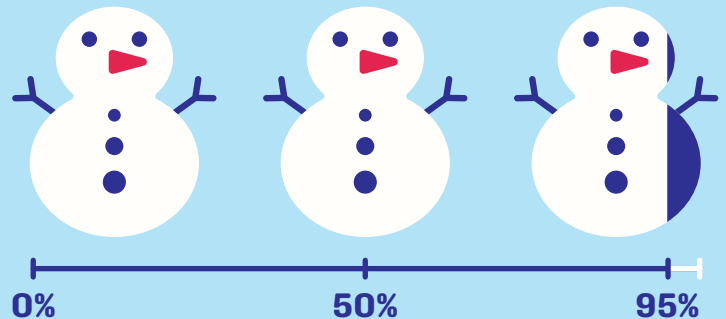
The Data Behind Winter Holiday Treats

The winter holidays are the top season for **chocolate sales**.

83% of Americans who purchase advent calendars are rule followers, enjoying one treat per day.



95% of Americans celebrate the winter holidays with chocolate and candy.



Mint sales are highest in December leading up to the winter holidays.

What's the right way to eat a candy cane?



Straight
end first
54%



30%
Curved
end first



16% Break
into
pieces

Best candy for **stocking stuffers**:



Foil-wrapped
chocolates



Small box of
chocolates



Candy canes

Top **gingerbread house** decorations:

Chocolate pieces

Peppermints

Gumdrops

Candy canes

