



2020 C-Metrics Category Spotlight: Year in Review

Warehouse-delivered Products

January 27, 2021



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NOTICE:

This presentation is based solely on an analysis conducted by Management Science Associates, Inc. (MSAi) and does not necessarily reflect the opinion of any client.

Unless stated otherwise, NACS category definitions are used in the following presentation.

Data source: C-Metrics[®] Projected Data for warehouse delivered products

Overview

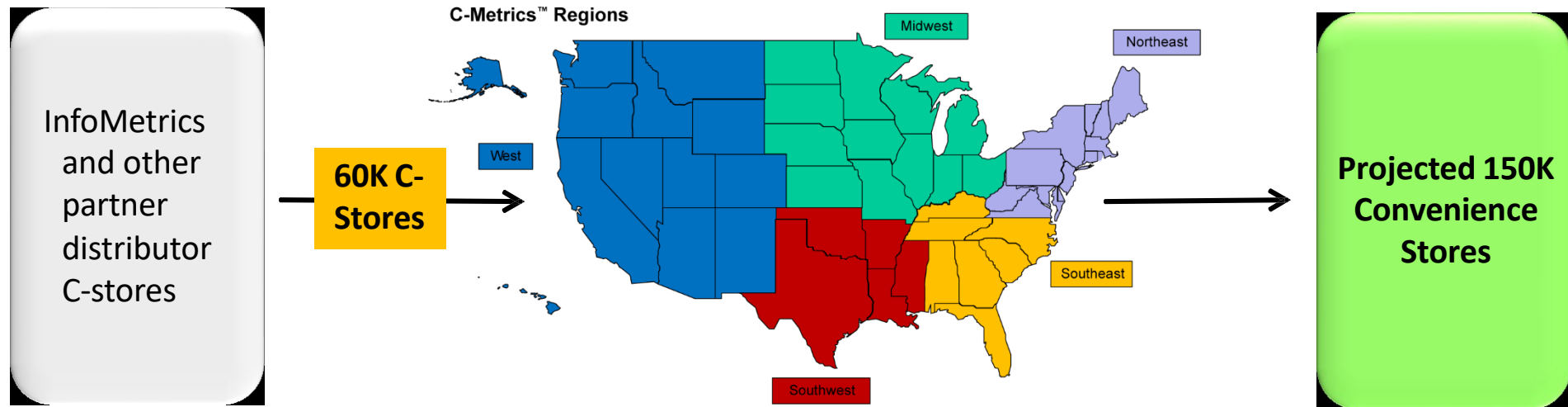
- C-Metrics overview
- C-store snapshot
- Category Trends and Performance
 - Cigarettes
 - OTP
 - Candy
 - Alternative Snacks
 - Salty Snacks
 - Packaged Sweet Snacks
- Conclusions

C-Metrics™ - Projected Convenience Channel Database for Warehouse Delivered Products

- Capturing the complete Convenience Channel is not easy and requires resources
 - Over 150,000 convenience stores in the U.S.
 - Not all of them scan
 - Over 2,000 warehouses supplying these stores
- How then to answer the following questions:
 - How is MFG A performing in the Total C-Store channel?
 - What is my competition up to? What else is happening in my market?
 - What are my distribution opportunities at a regional level? Nationally?
 - How can I better understand white space and adjacencies?

C-Metrics Overview

- A sub-set of C-stores are selected from over 60K C-stores provided by InfoMetrics distributors and other national distributor partners
- This set of C-stores are projected to total C-store universe of 150K+ stores using projection methodology (representative of C/I, Regionality, Size, etc)
- C-Metrics is used to get market benchmarks at regional level for **warehouse delivered products only**



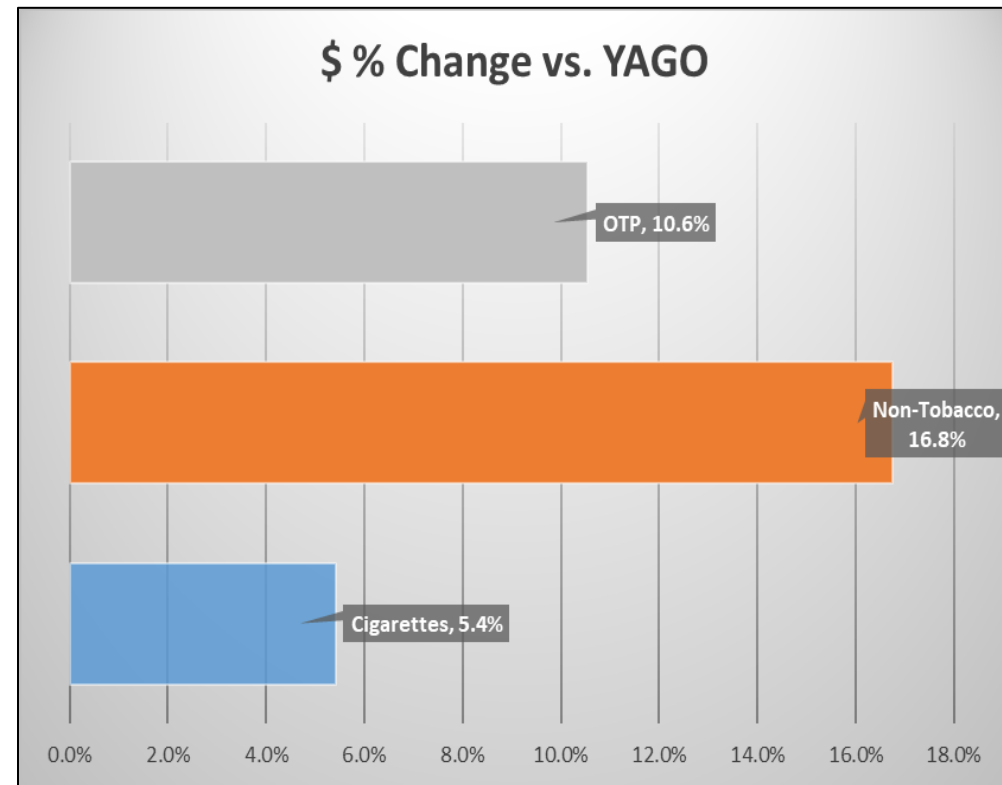


Total C-Store Snapshot

Year Ending 2020

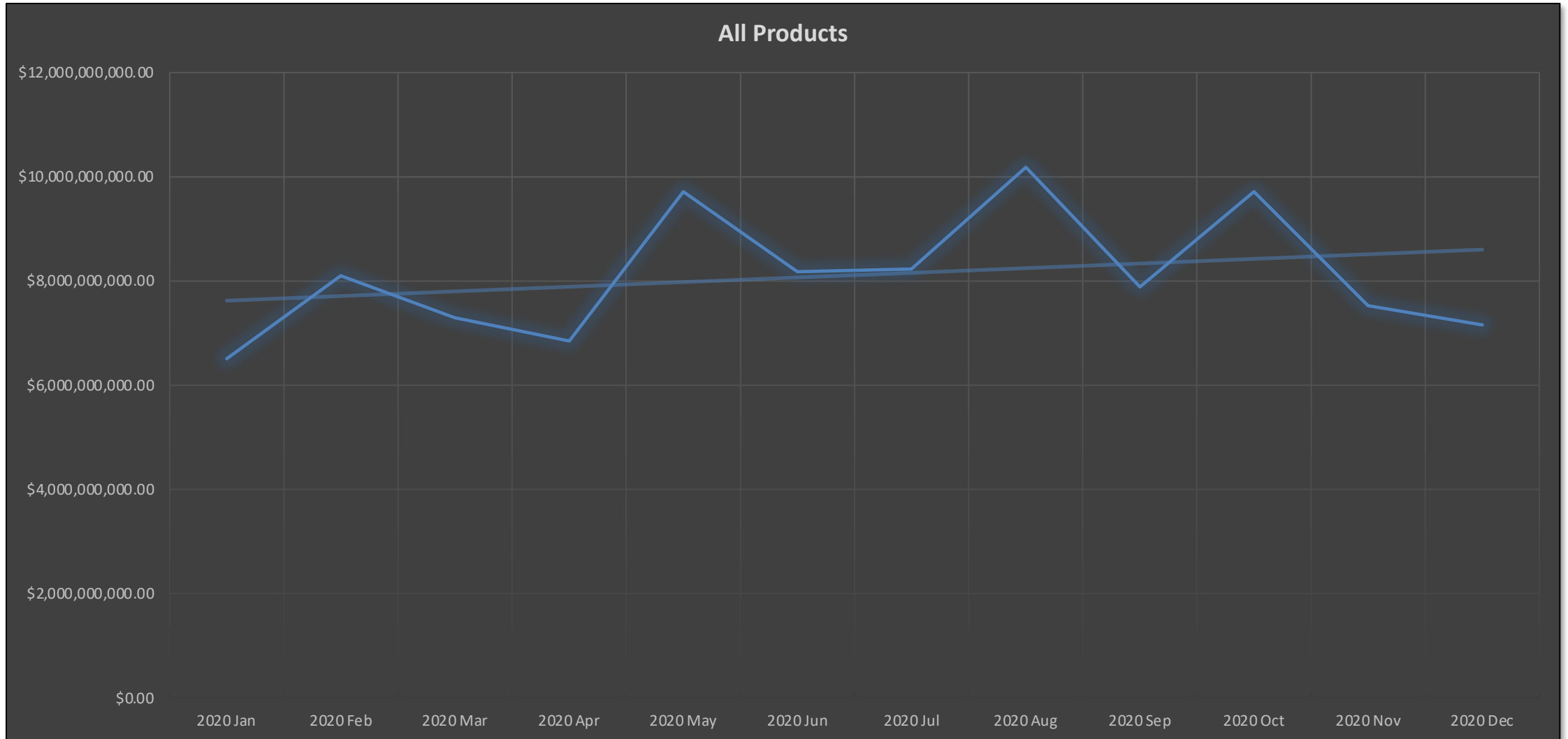
Convenience Channel: Tobacco vs. Non-Tobacco

- Total warehouse-delivered convenience store retail sales dollars for year 2019 are projected at \$97.3 billion, up 5.0% vs. YAGO



Convenience Channel: All Products 2020 Trend

- Up and Down Year, but at the end finished with an increase



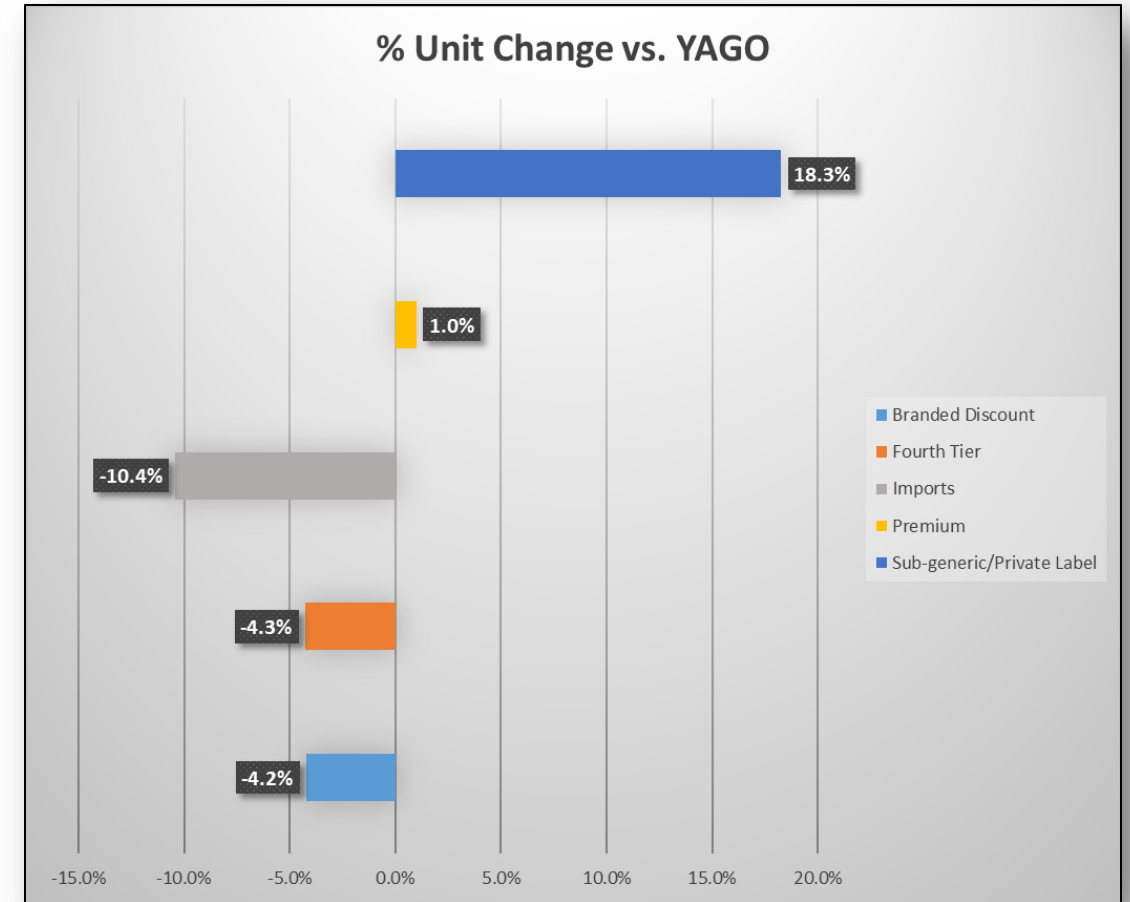
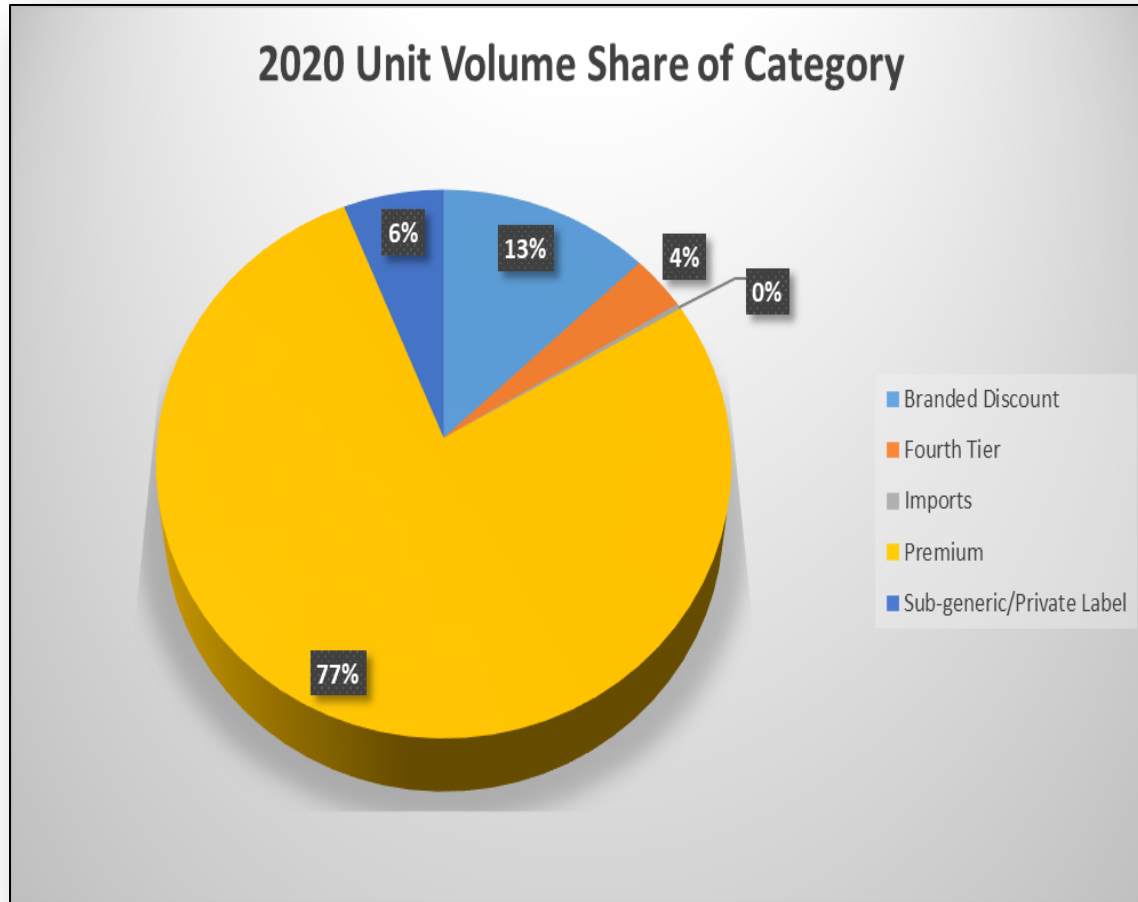


Total Cigarettes Category Performance Total Convenience Stores

Year Ending 2020

Total Cigarette Performance

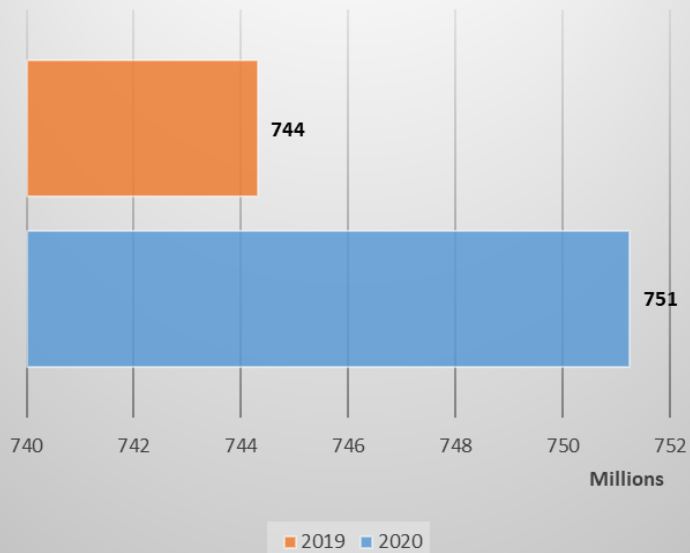
- Sub-Generic/Private Label and Premium increased distribution, while other segments decreased.



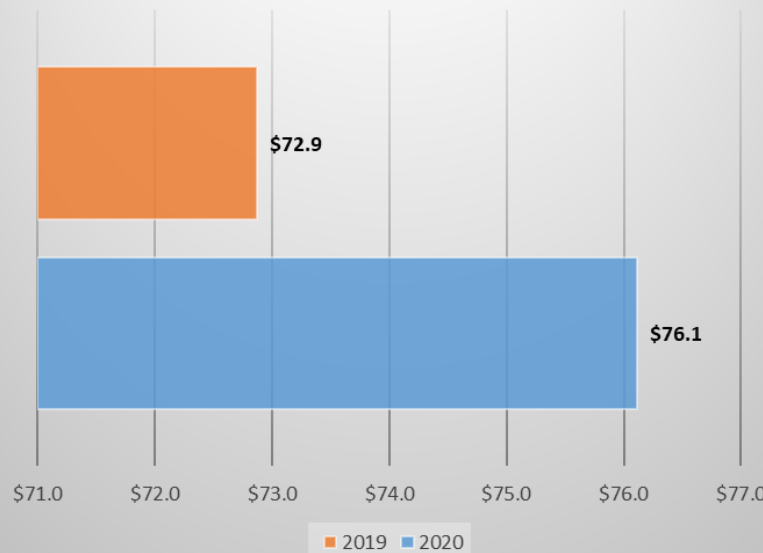
Total Cigarette Category Performance

Carton sales are Up, Price per carton is Up = Dollar sales Up

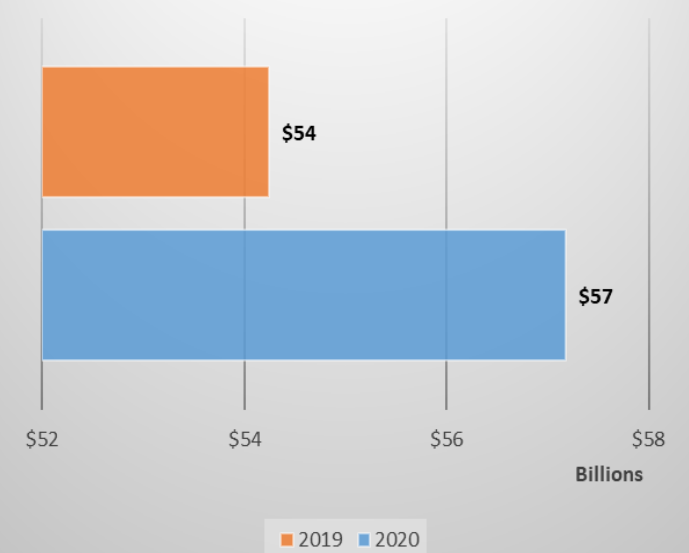
Cigarette 2020 Unit Performance
(+0.9%)



Cigarette Avg Price Per Carton
(+4.5%)

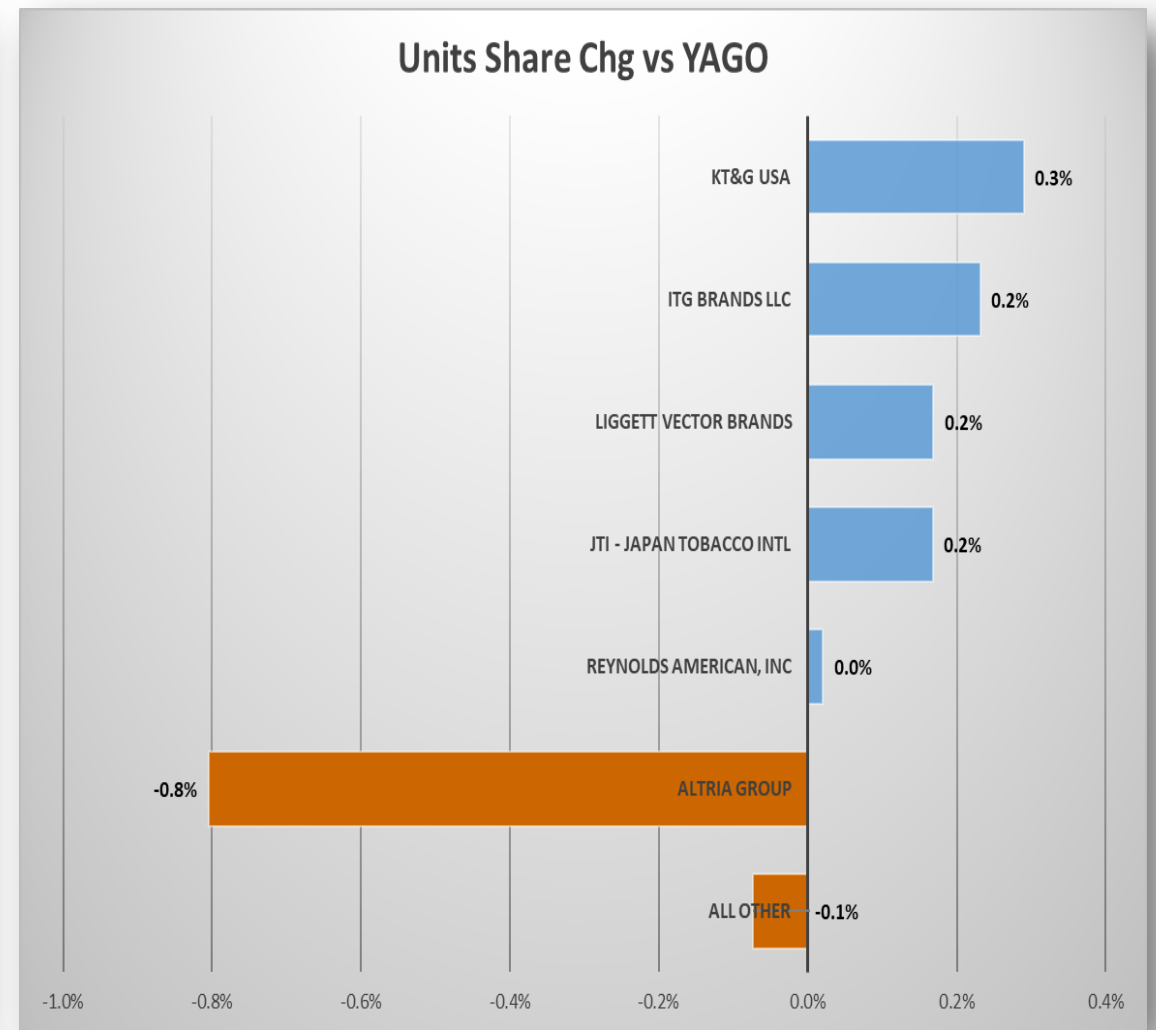
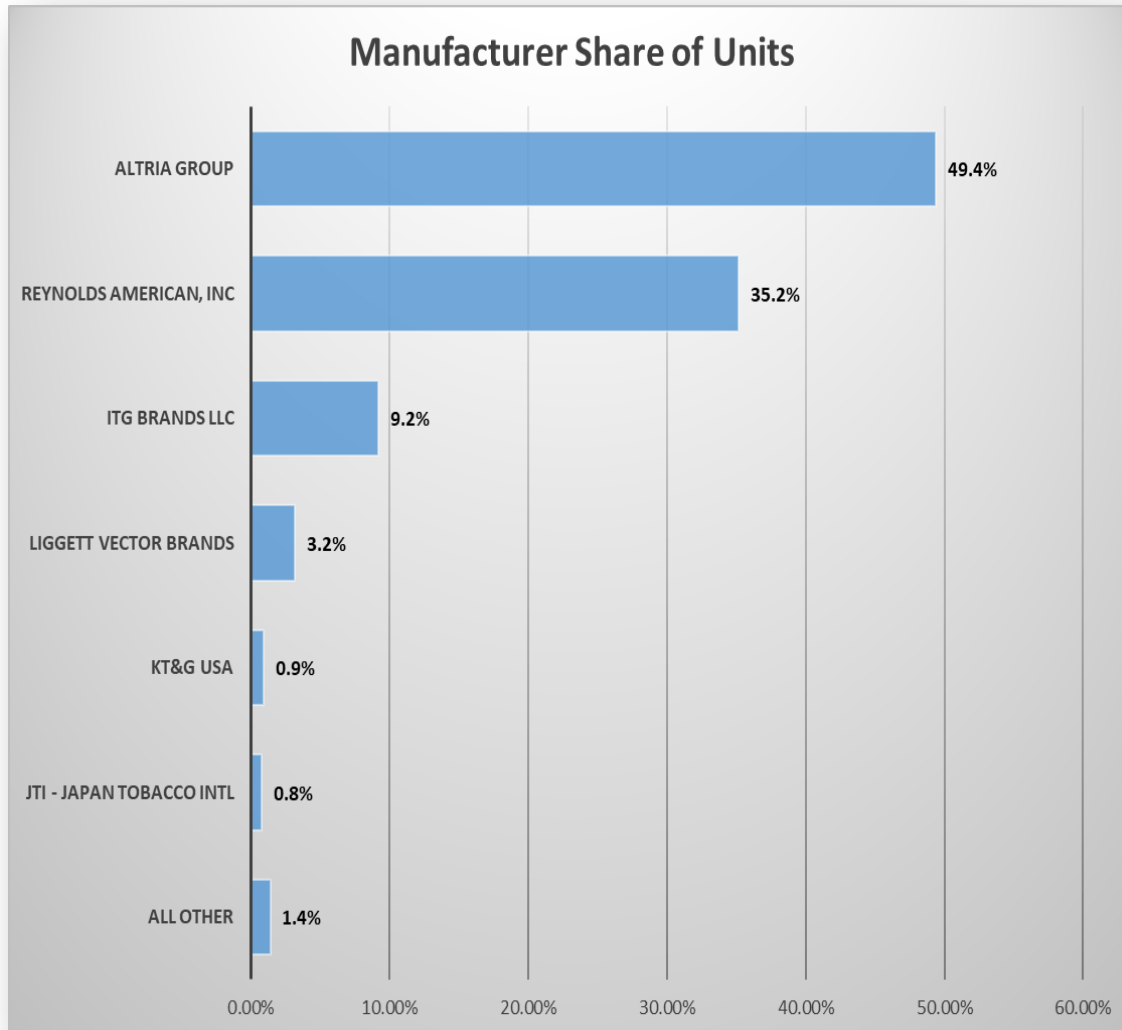


Cigarette 2020 Dollar Performance
(+5.4%)

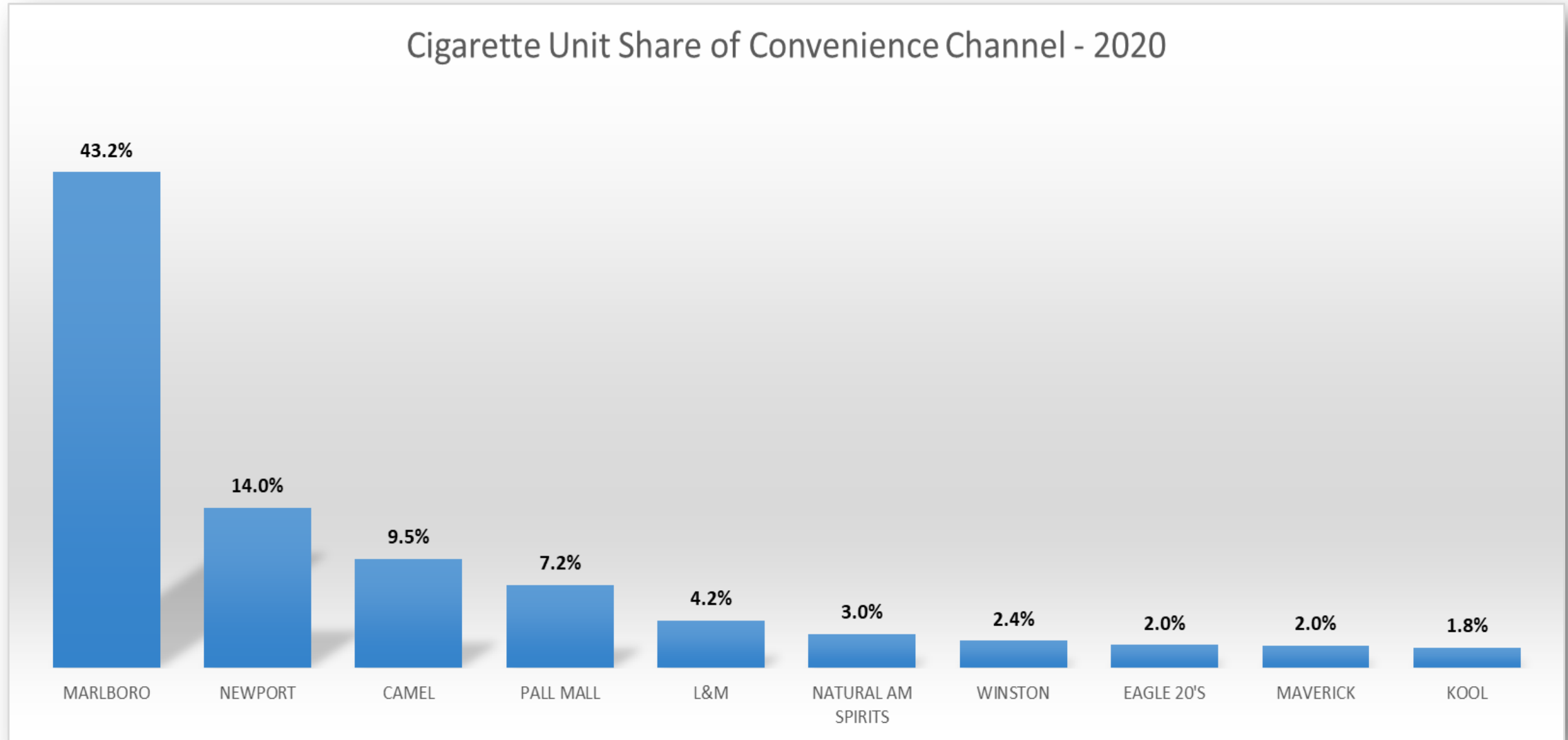


Cigarettes: Manufacturer Unit Share Performance

- Manufacturer share position is mostly the same



Cigarettes: Brand Unit Performance



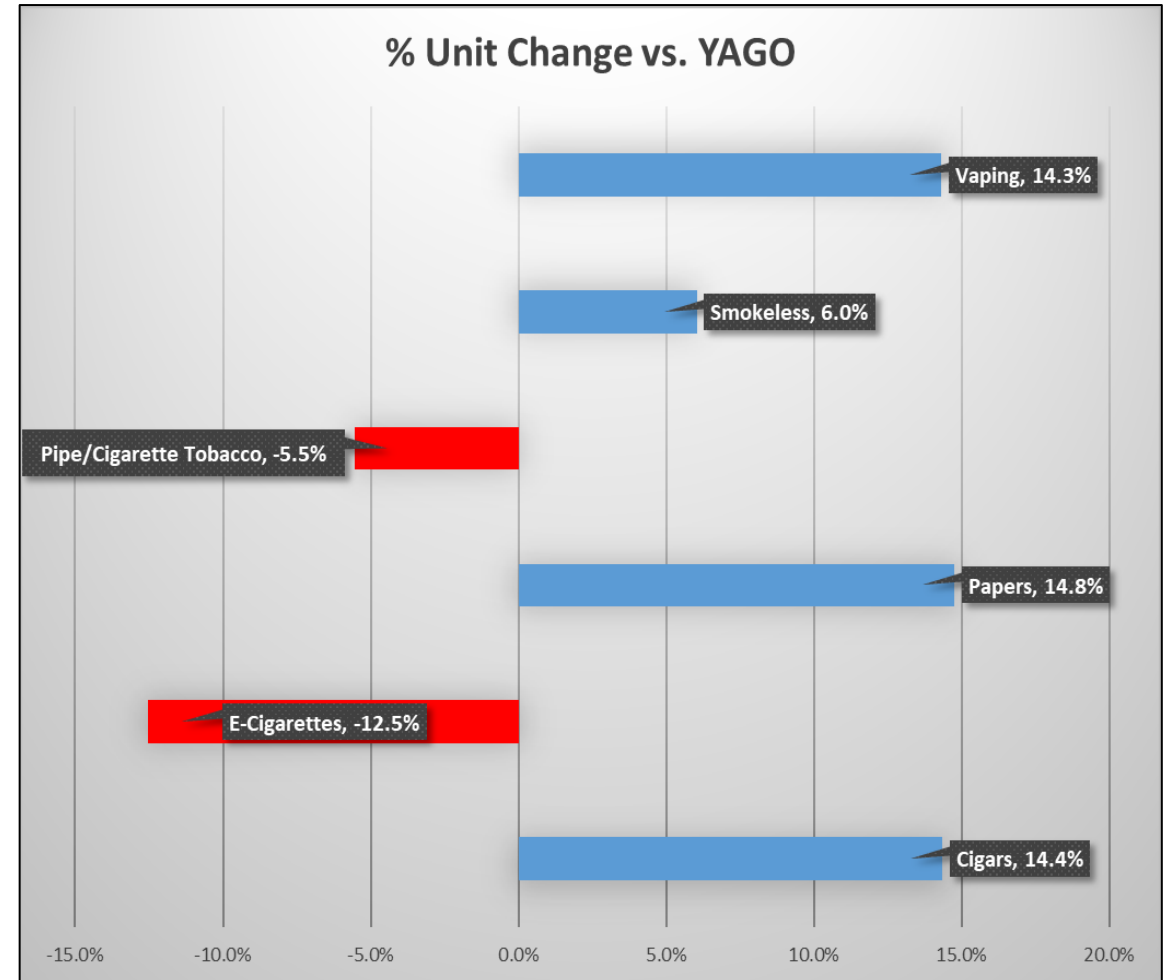
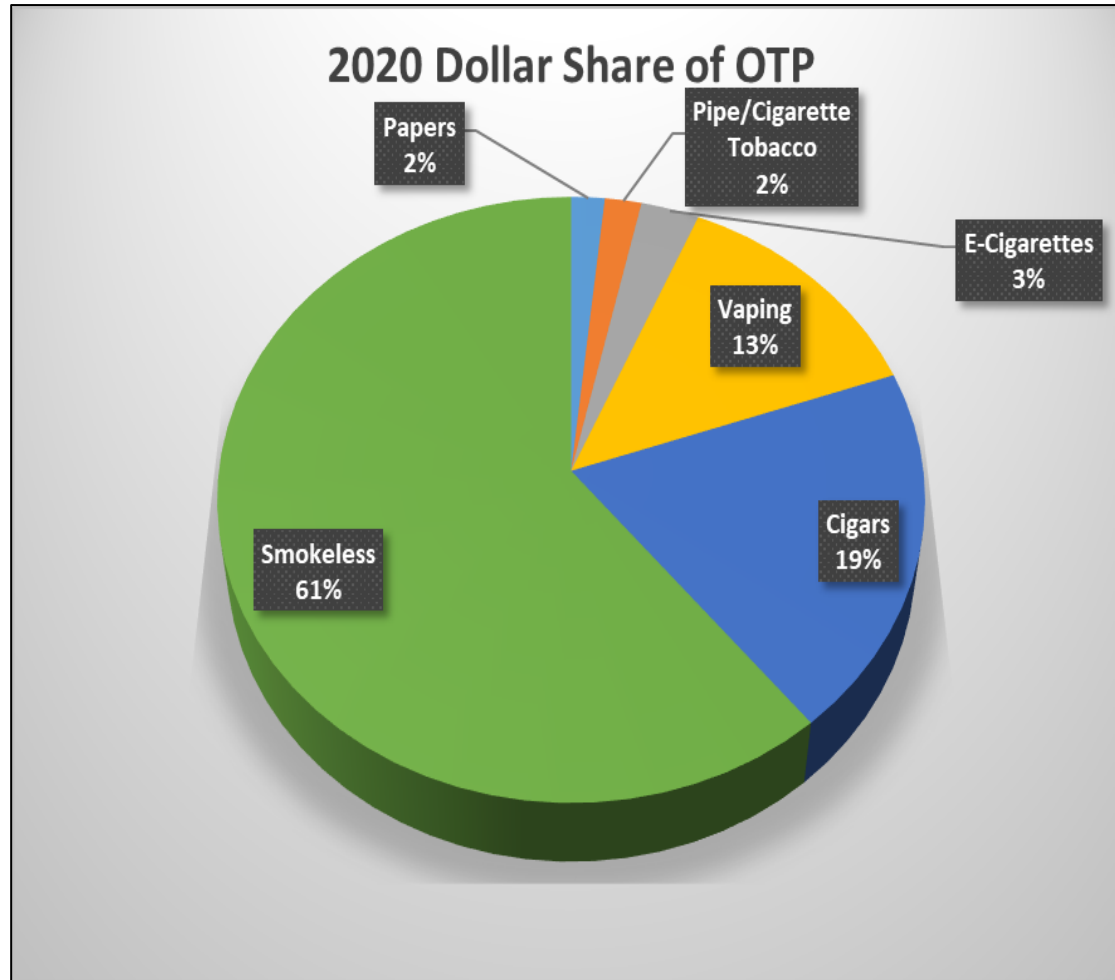


Other Tobacco Category Performance Total Convenience Stores

Year Ending 2020

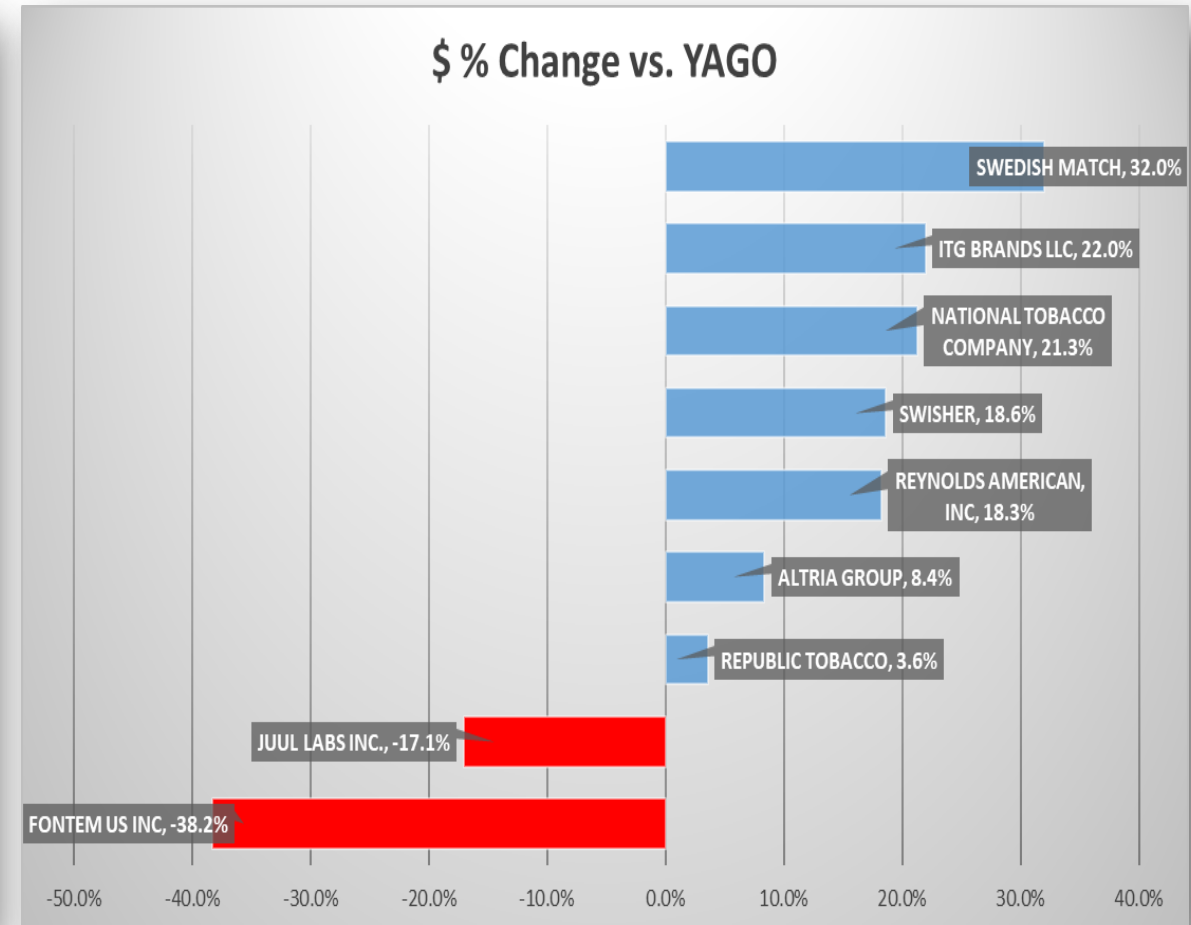
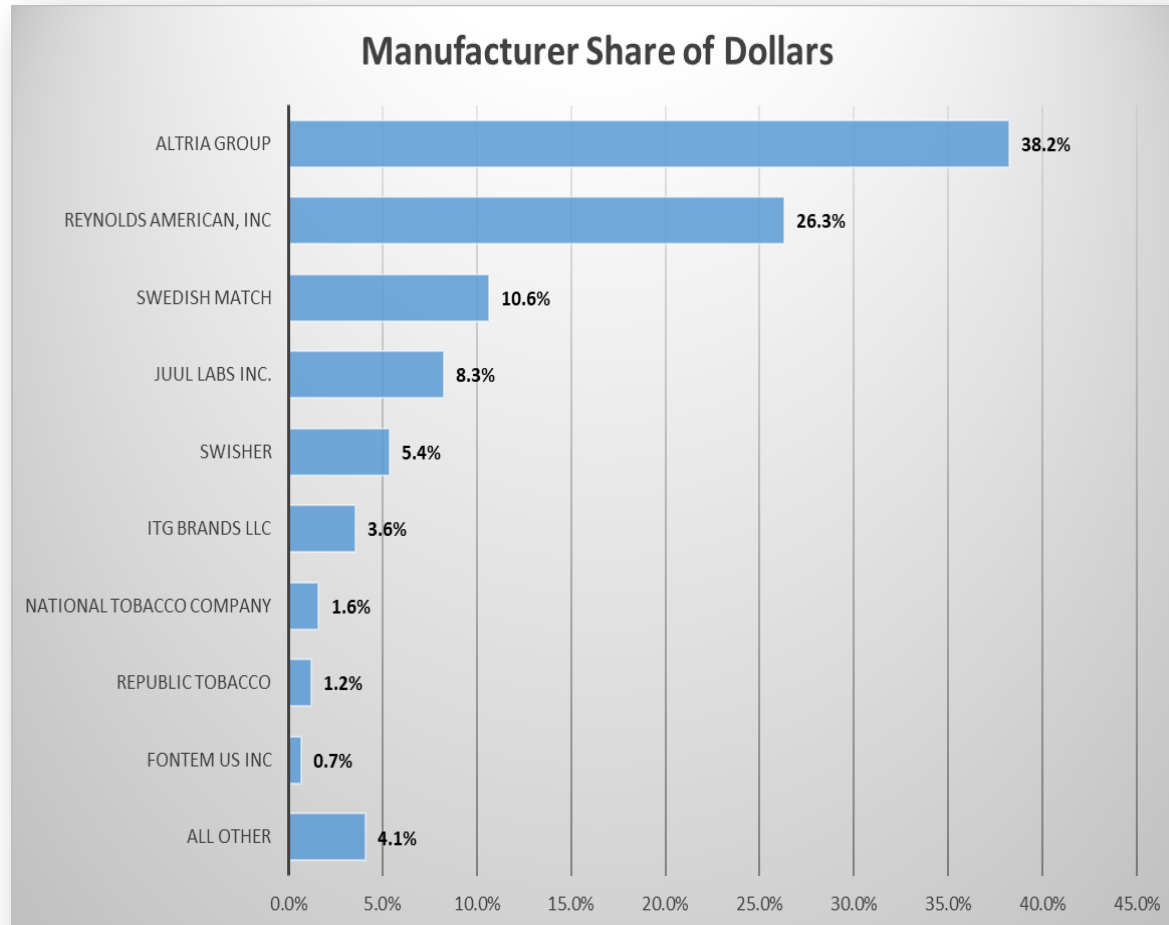
OTP Sub-Category Performance

- OTP retail dollar sales are projected at \$14.8B in 2020, up 10.6% vs. YAGO

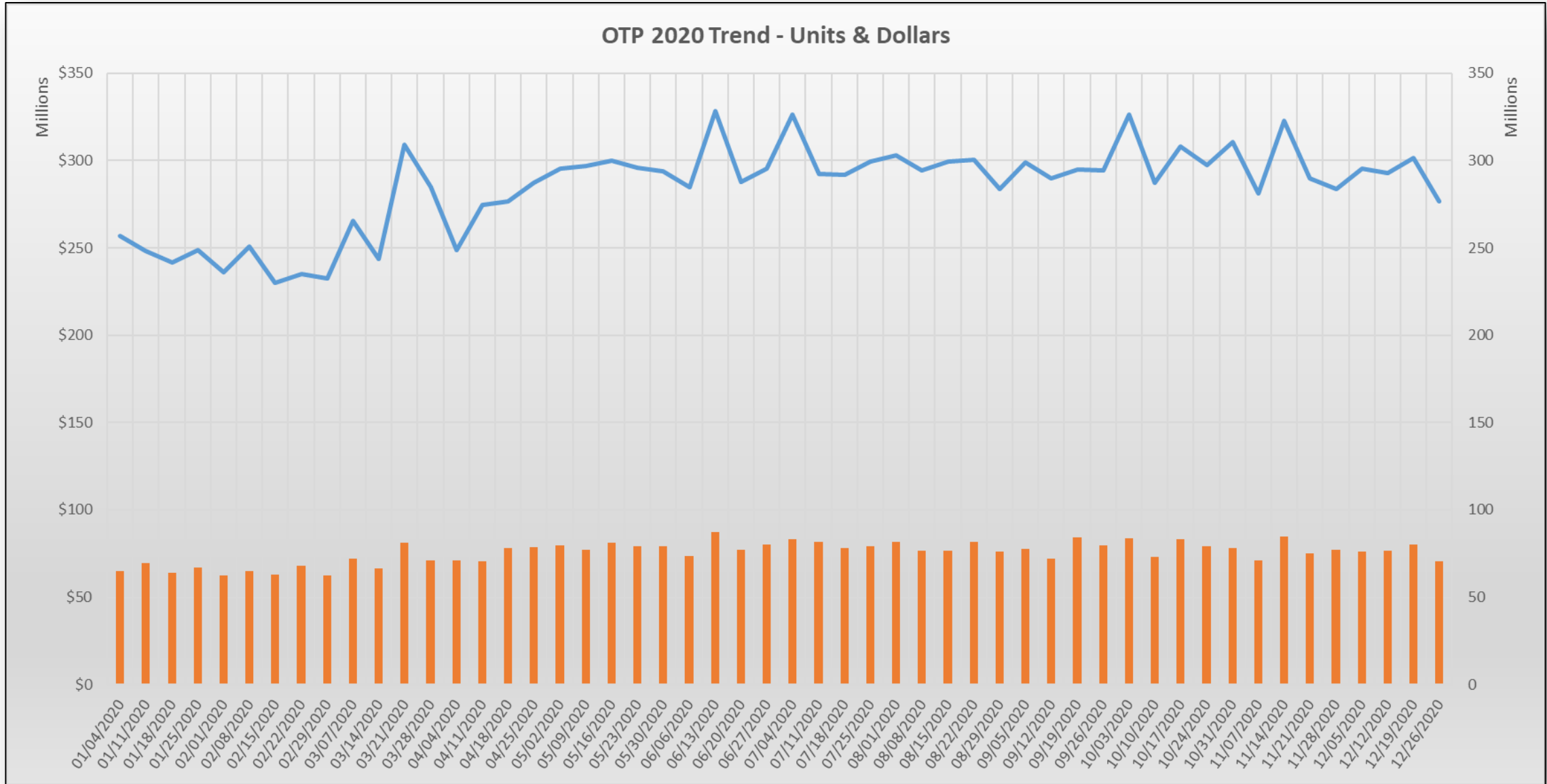


OTP: Manufacturer Performance

- Most manufacturers are experiencing growth in this category, showing +10.6% growth



OTP Trending 2020



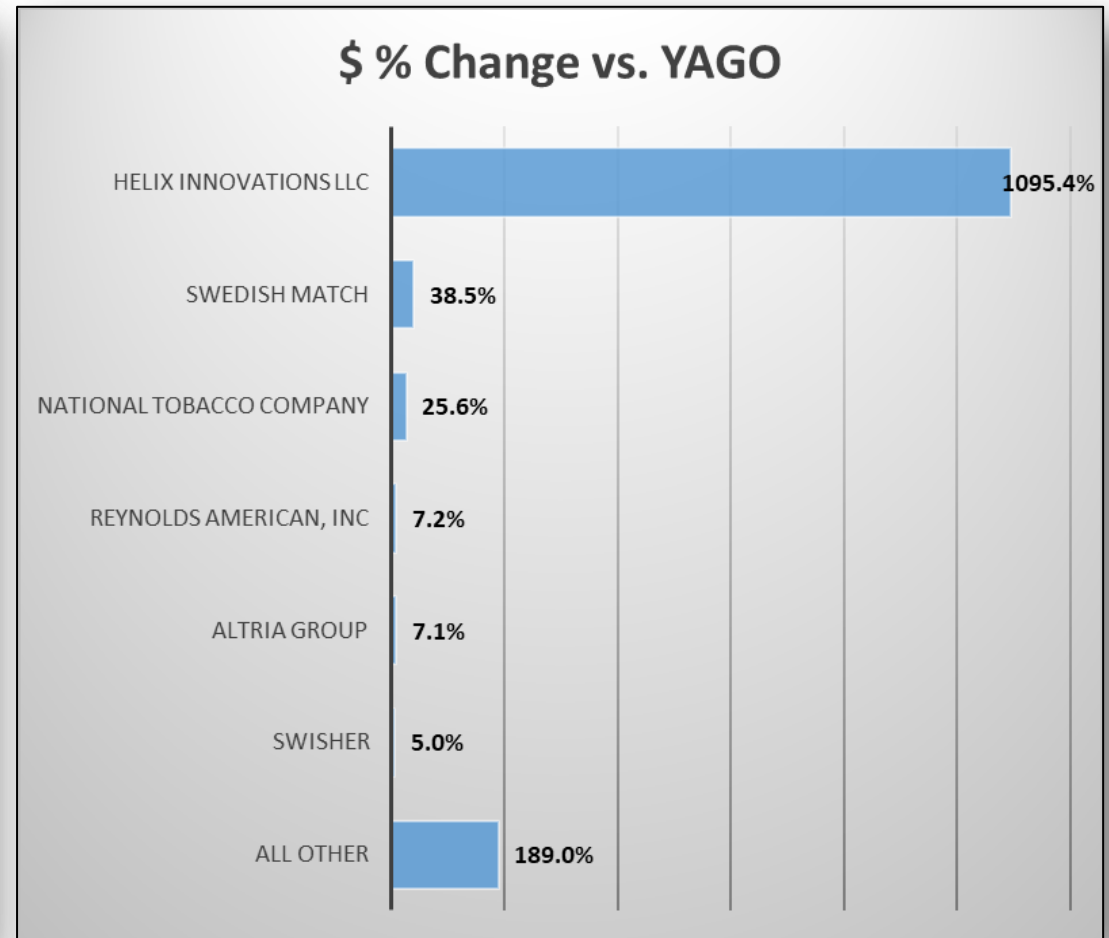
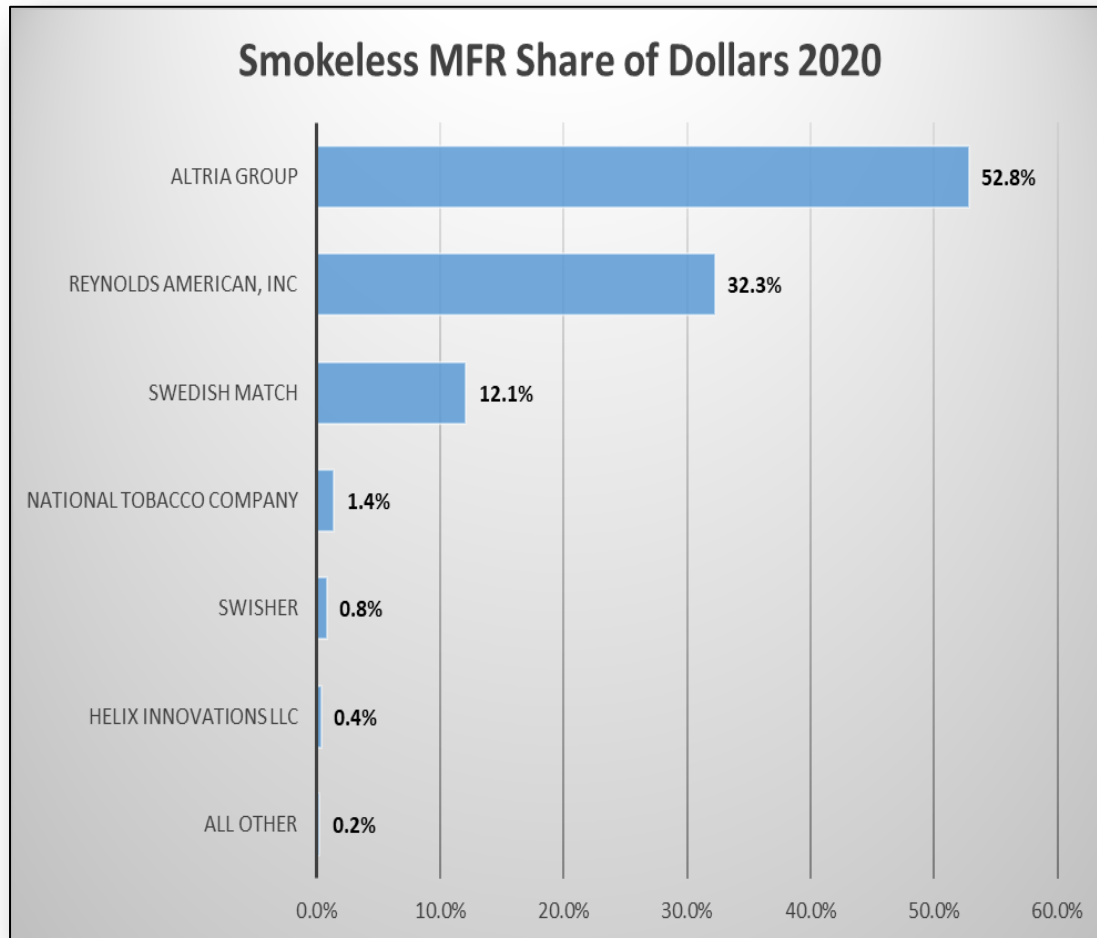


Smokeless (Moist & SNUS & Hard Snuff) Sub-Category Overview

Year Ending 2020

Smokeless Manufacturer Performance

- Smokeless retail dollars are projected at \$9.0B for 2020, up 10.7% vs. YAGO

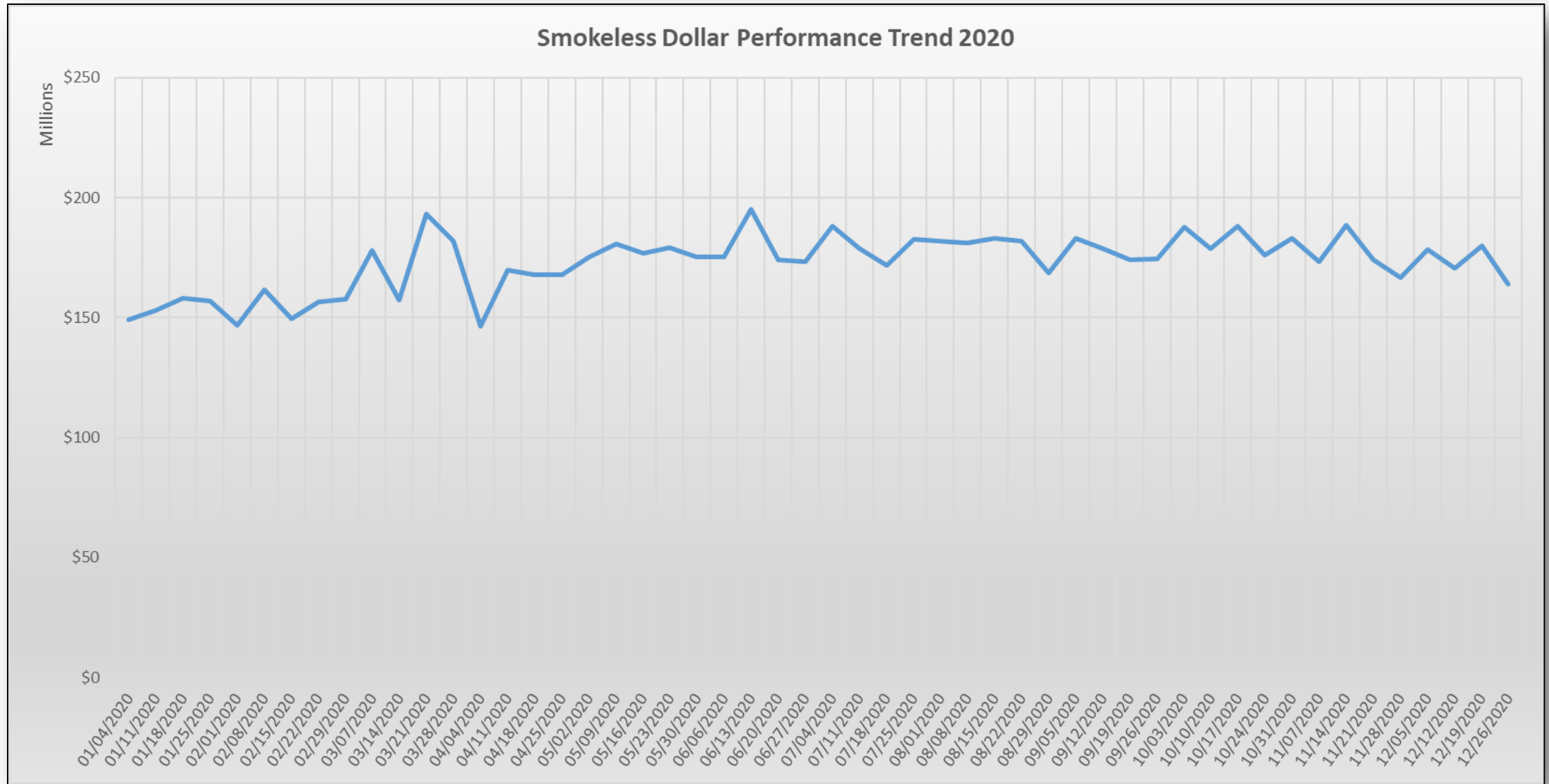


Smokeless Brand Family Rank and Share

- The top 10 Smokeless Brand Families

Brand Family	Manufacturer	2020 Rank	2019 Rank	Percent Change	\$ Share of Smokeless
COPENHAGEN	ALTRIA	1	1	7.3%	35.8%
GRIZZLY	REYNOLDS AMERICAN, INC	2	2	7.0%	25.8%
SKOAL	ALTRIA	3	3	6.4%	12.6%
ZYN	SWEDISH MATCH	4	5	99.1%	6.7%
RED SEAL	ALTRIA	5	4	8.8%	4.0%
CAMEL SNUS	REYNOLDS AMERICAN, INC	6	6	4.6%	2.6%
KODIAK	REYNOLDS AMERICAN, INC	7	7	7.1%	2.3%
LONGHORN	SWEDISH MATCH	8	8	0.1%	2.2%
RED MAN	SWEDISH MATCH	9	9	0.1%	1.5%
STOKERS	NATIONAL TOBACCO COMPANY	10	11	30.1%	1.2%

Smokeless Trending 2020



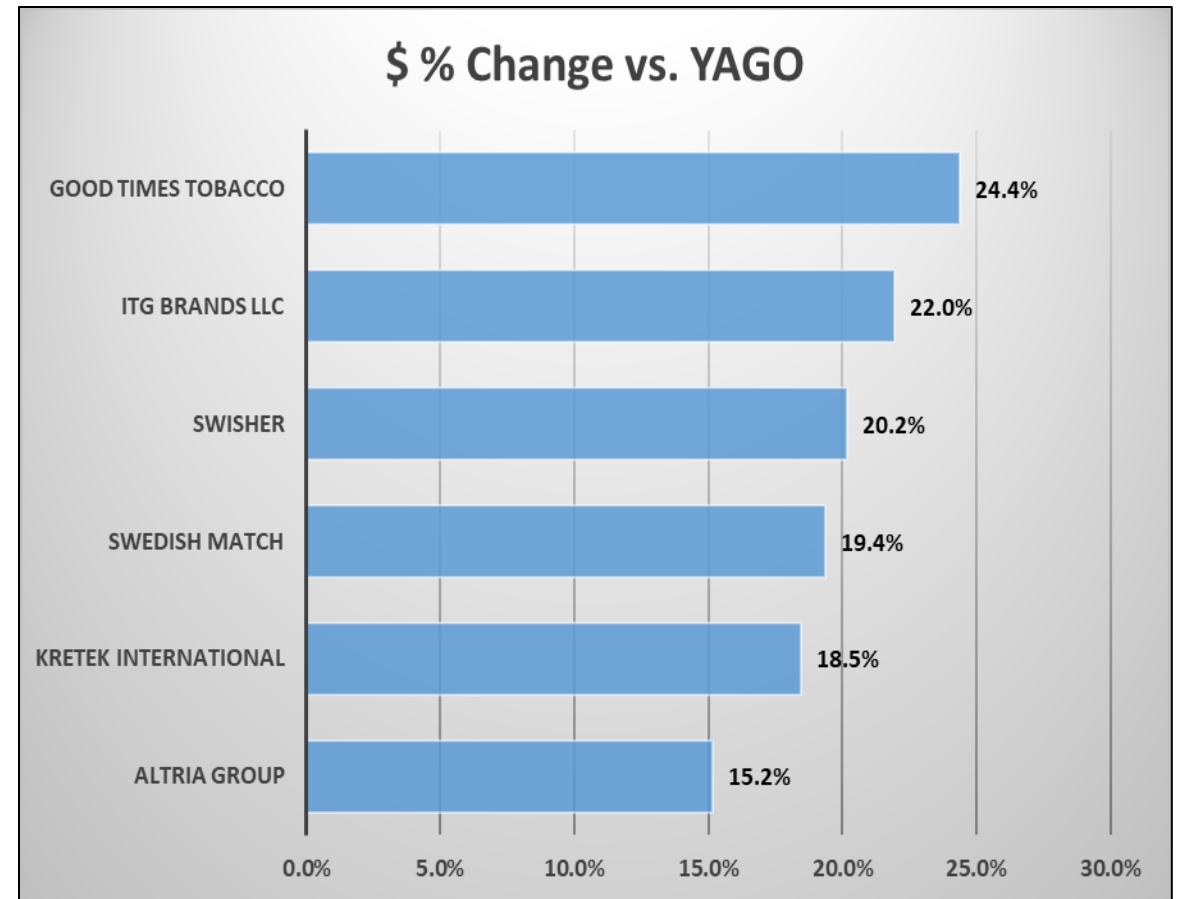
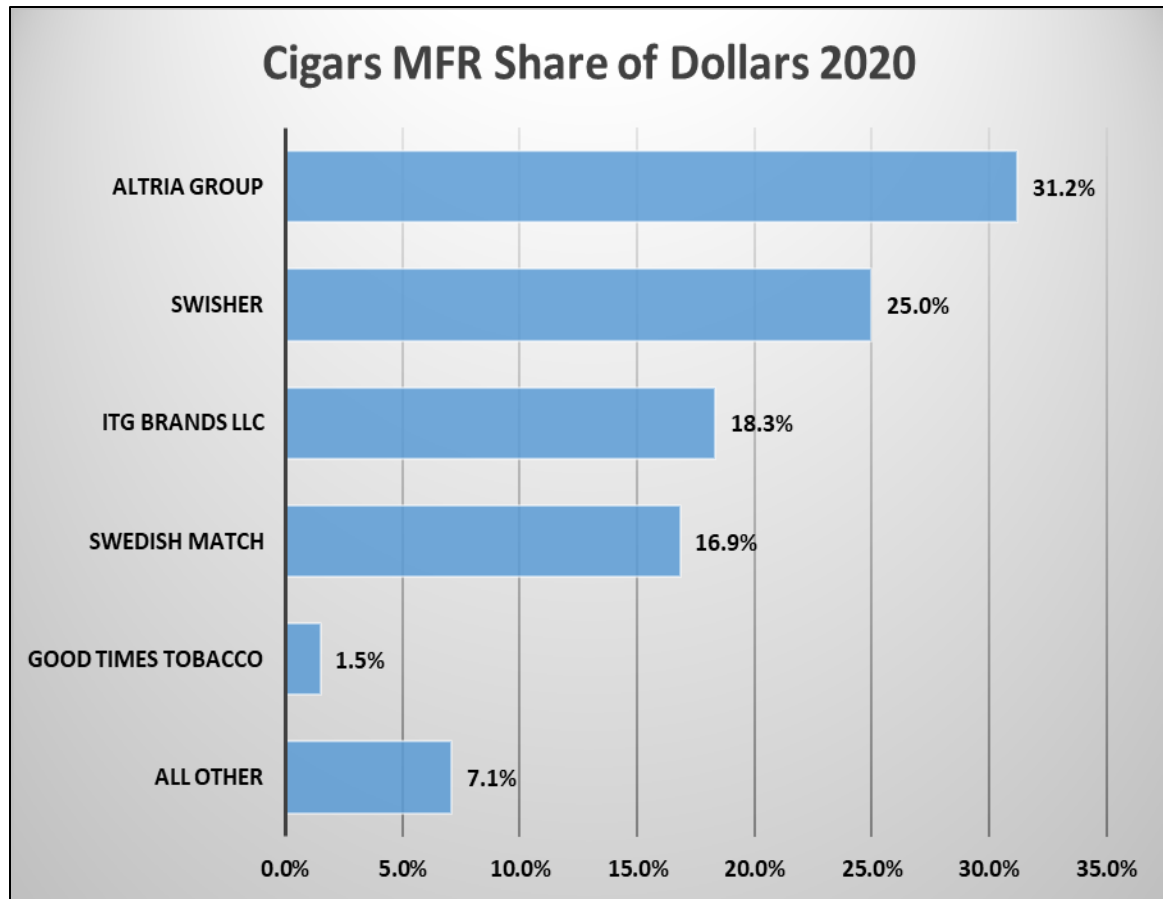


Cigars

Sub-Category Overview

Cigar Manufacturer Performance

- Cigars retail dollar sales are projected at \$2.9B in 2020, up 17.9% vs. YAGO



Cigars Brand Family Rank and Share

- Top 10 brands at the National level comprise 90% of the dollars

Brand Family	Manufacturer	2020 Rank	2019 Rank	% Change	\$ Share of Cigars Segment
BLACK & MILD	ALTRIA	1	1	+15.2%	31.1%
SWISHER SWEETS	SWISHER INTERNATIONAL	2	2	+20.2%	22.1%
BACKWOODS	ITG BRANDS LLC	3	3	+21.9%	12.5%
GAME	SWEDISH MATCH	4	4	+7.1%	8.4%
WHITE OWL	SWEDISH MATCH	5	5	+45%	6.3%
DUTCH MASTERS	ITG BRANDS LLC	6	6	+28.2%	4.6%
OPTIMO	SWISHER INTERNATIONAL	7	10	+52.6%	1.4%
JACKPOT	SWEDISH MATCH	8	7	+2.7%	1.3%
CHEYENNE	CHEYENNE INTL	9	8	+3.5%	1.2%
DJARUM	KRETEK INTERNATIONAL	10	9	+17.6%	1.2%



Vaping

Sub-Category Overview

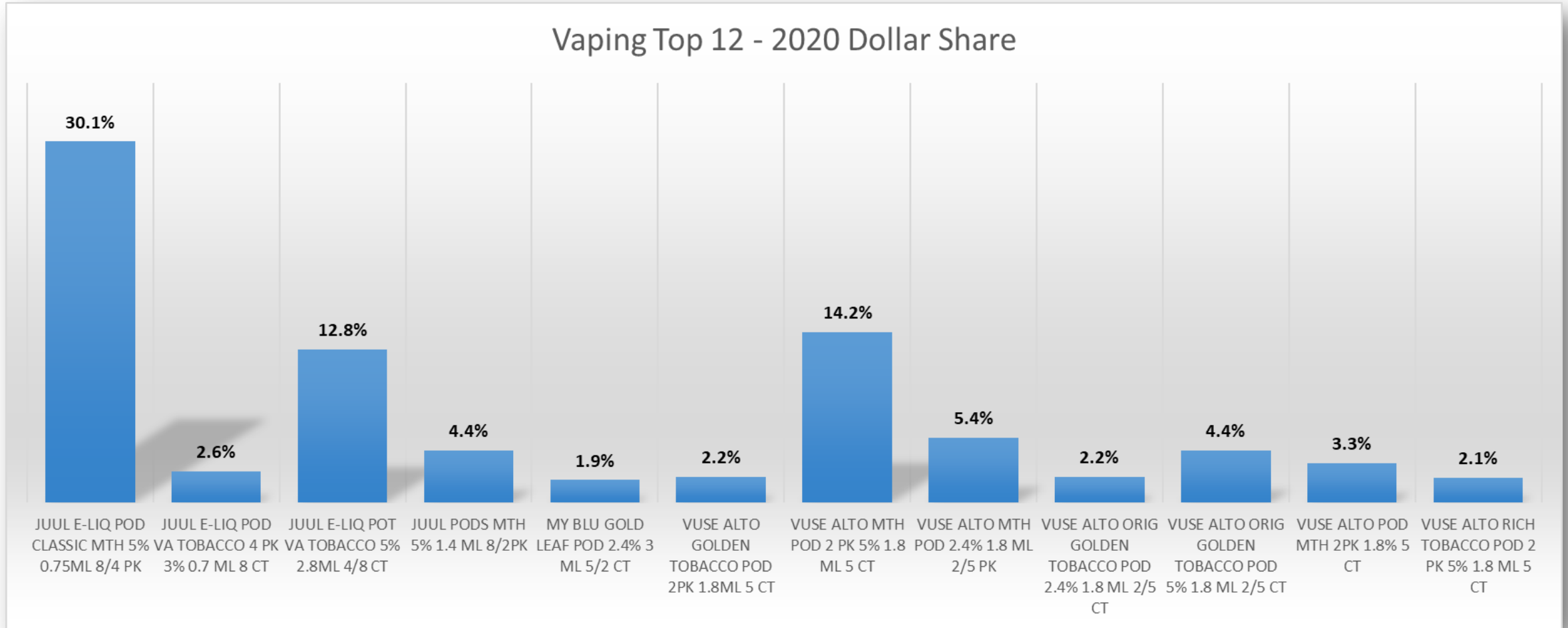
Vaping Brand Family Rank and Share

- Vaping retail dollar sales are projected at \$1.9B for 2020, up 15.3% vs. YAGO
- Juul Labs Inc. captures 54.5% of the dollars in the c-store channel.

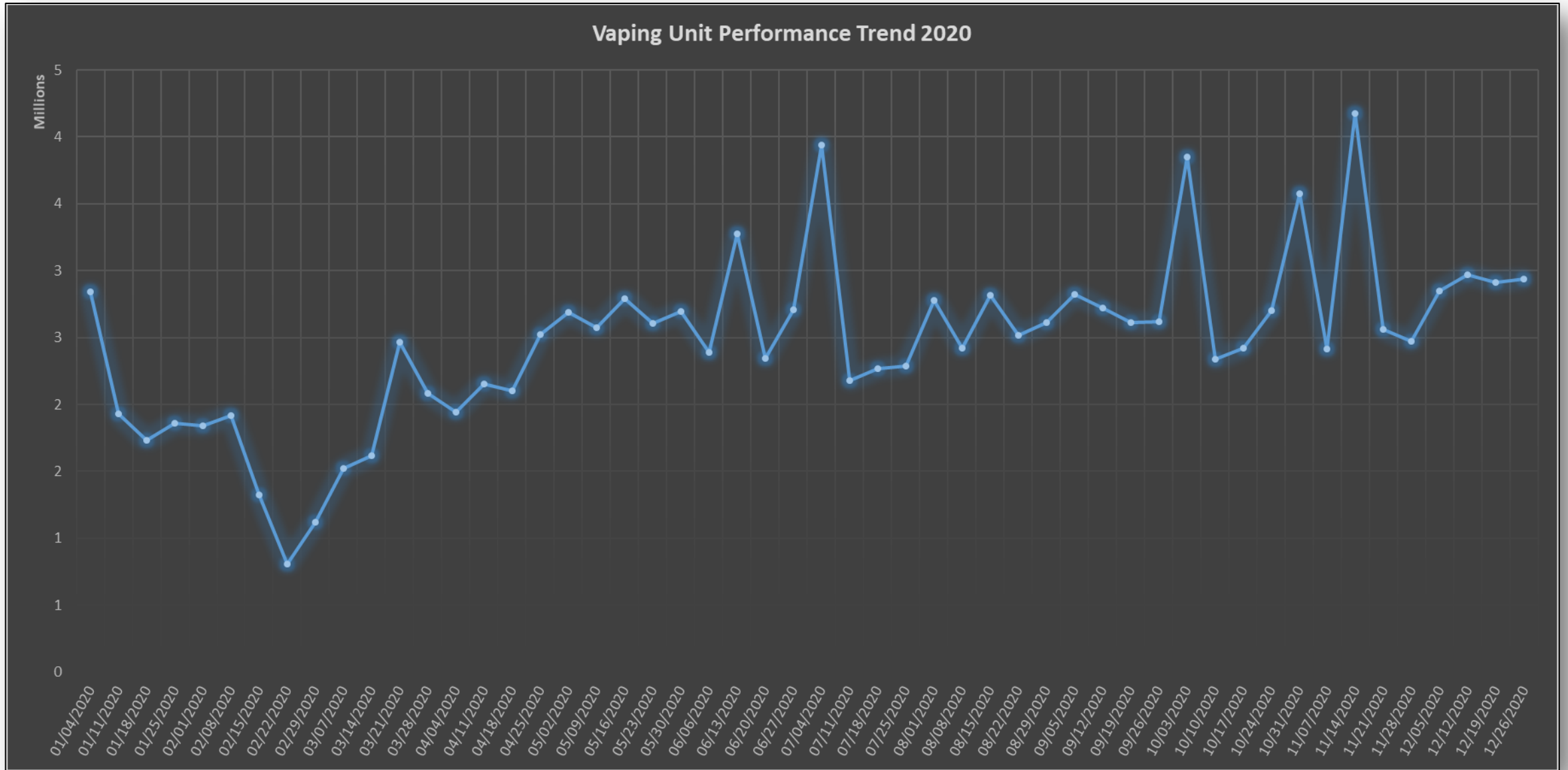
Brand Family	Manufacturer	Rank	Percent Change	Share of Vaping Segment
JUUL	JUUL LABS INC.	1	-12.7%	54.5%
VUSE	REYNOLDS AMERICAN, INC	2	+199.5%	39.7%
BLU	FONTEM US INC	3	-47.1%	3.3%
NJOY	SOTTERA INC	4	-11.6%	1.2%
EONSMOKE	EONSMOKE LLC	5	-84.3%	0.3%
eGo	4EVERCIG	6	-16.2%	0.1%

Vaping Top 12 Items

Top 12 items account for 85.5% of 2020 Dollar Share



Vaping Trending 2020



Cigarettes, OTP & Vaping - Summary & Conclusions

- Cigarettes carton volume is up 0.9%, prices are up also about 4.5% yielding an overall +5.4% dollar change vs. YAGO
- Overall Cigarettes and OTP have done well throughout 2020.
- Vuse showing huge gains within the Vaping category.
- Keep tracking product performance.

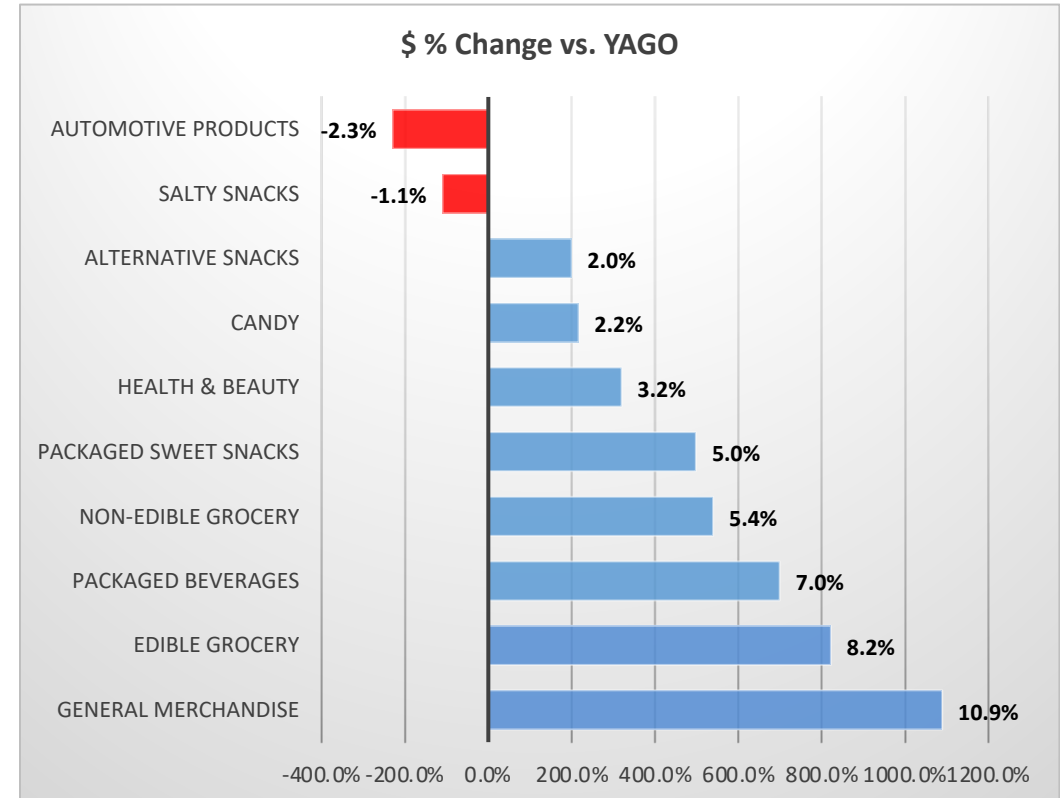
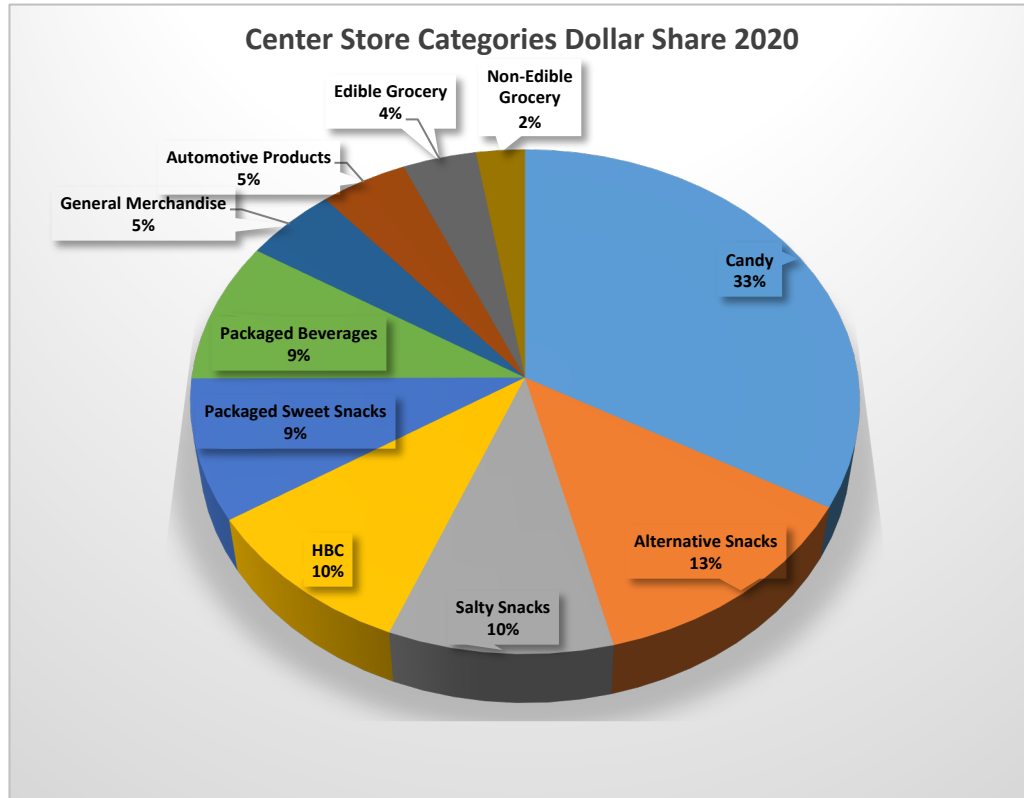


Center Store Performance Total Convenience Stores

Year Ending 2020

Center Store Category Sales Performance

- Warehouse delivered Center Store sales account for \$14.9B in 2020, increased 3% vs. YAGO
- Driven by Candy and Snacks, while Health and Beauty products see a significant increase vs. YAGO



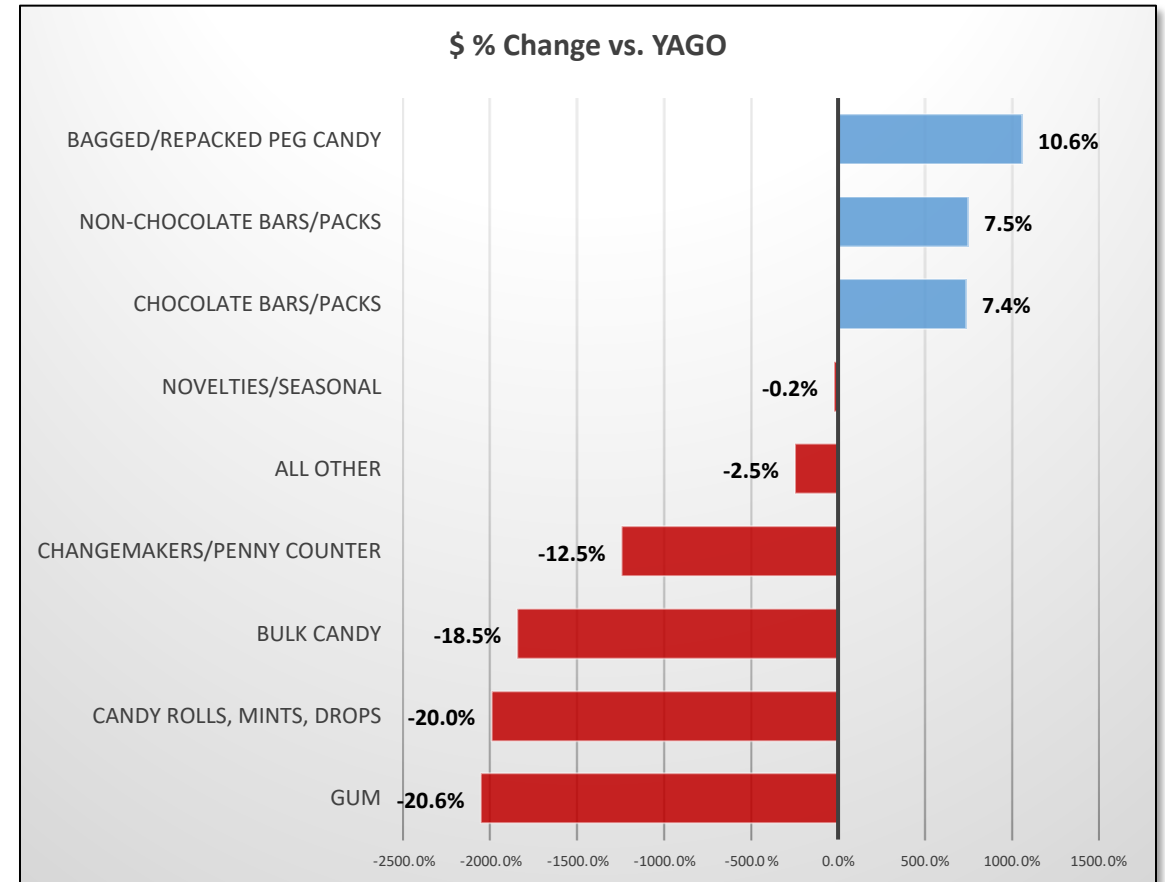
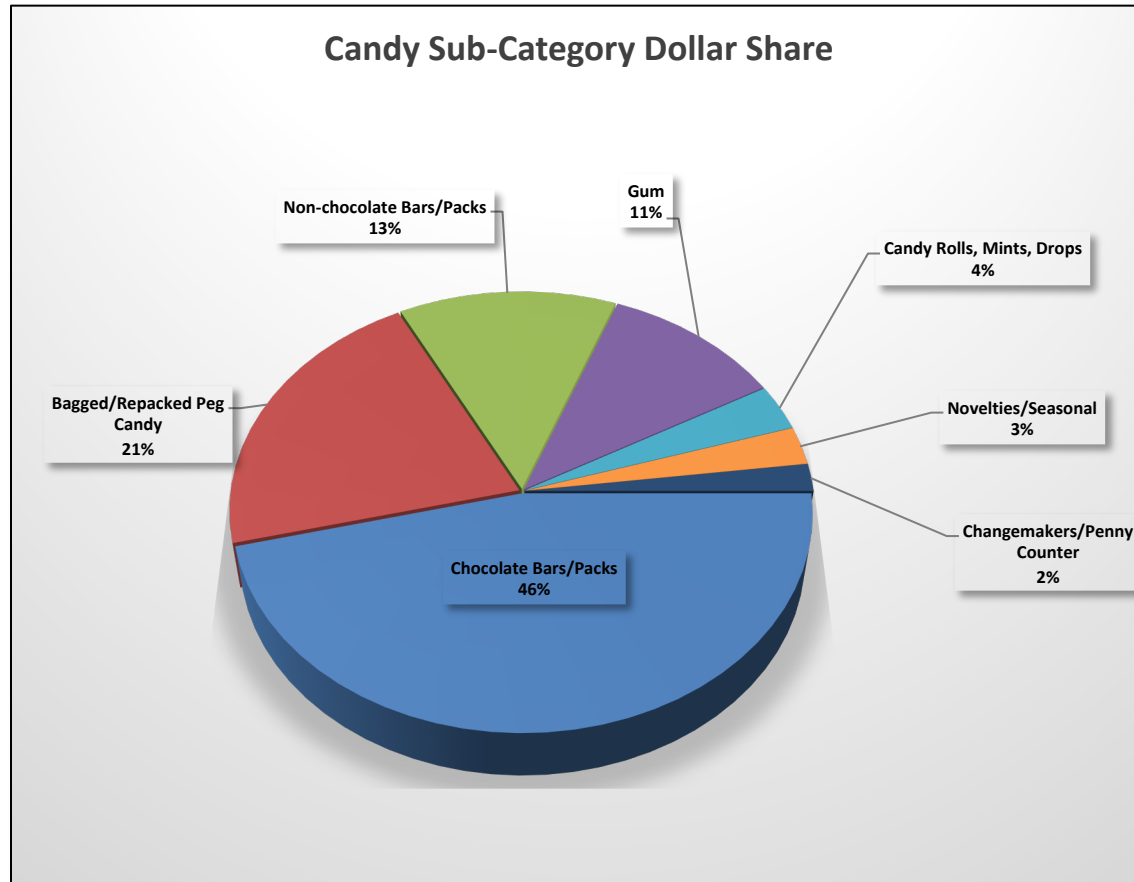


Total Candy Category Performance Total Convenience Stores

Year Ending 2020

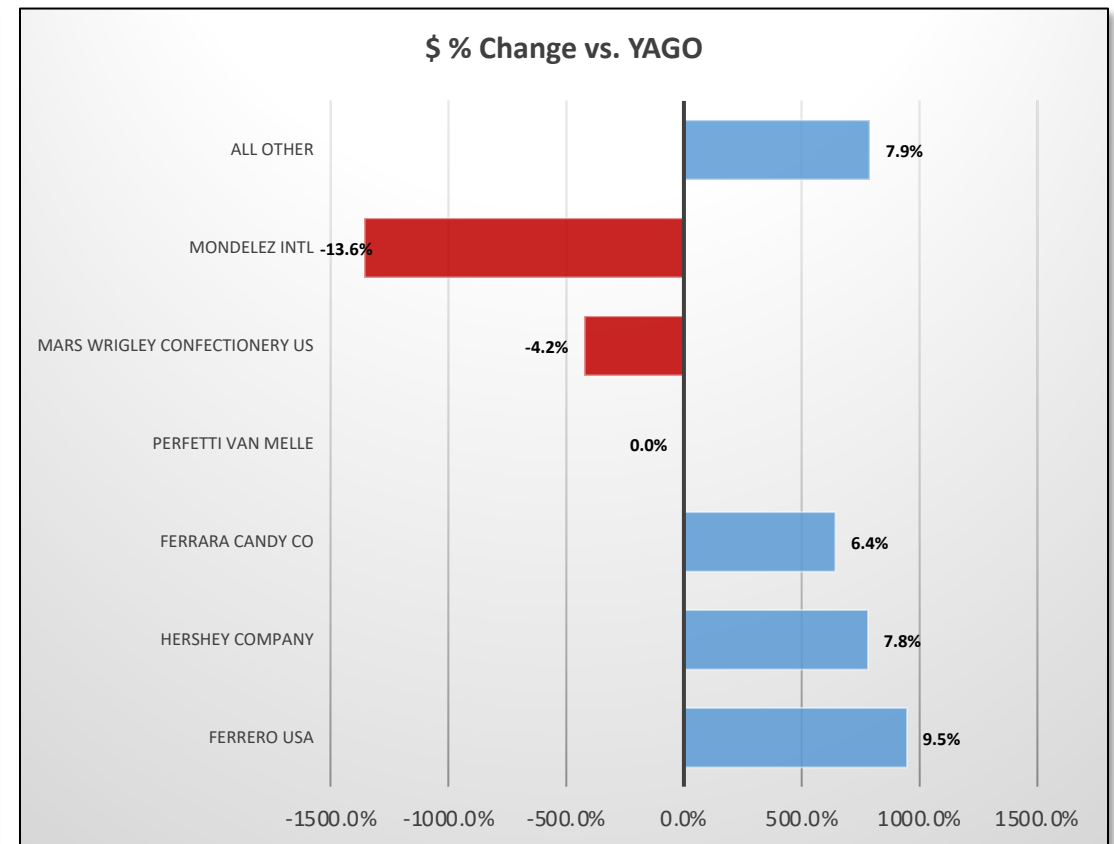
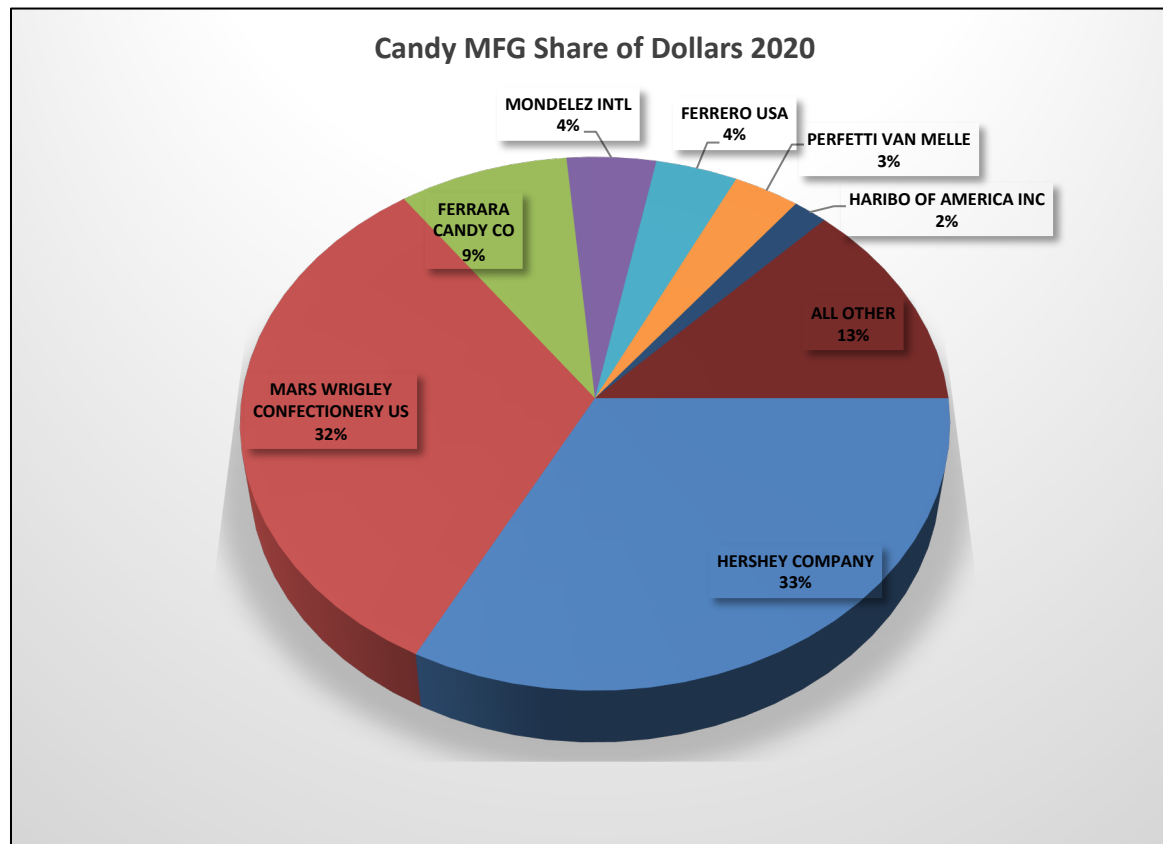
Candy Category Performance

- Total Candy Category retail dollar sales are projected at \$4.9B in 2020 with a 2.2 % increase vs. YAGO



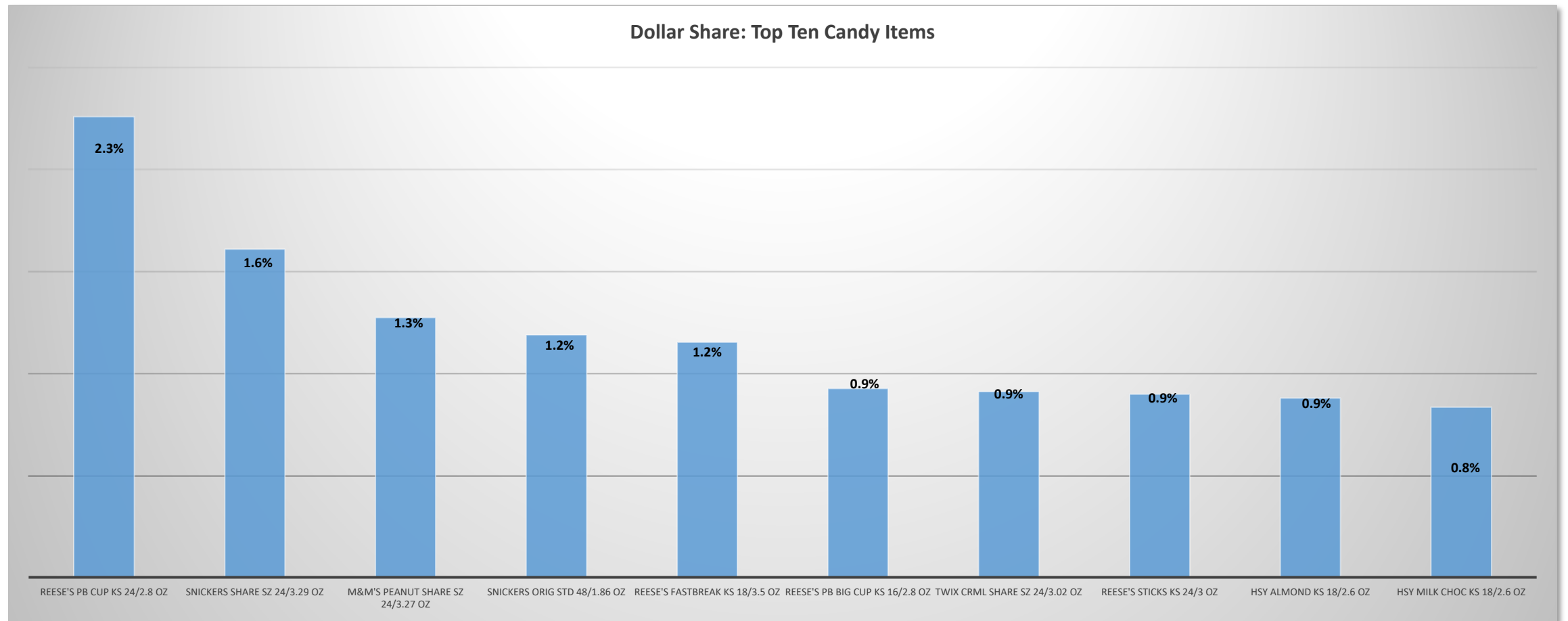
Candy Manufacturer Performance

- Many manufacturers are seeing growth most notably, Ferrero at 9.5%, while Mondelez saw a drop vs. YAGO
- Overall Candy \$ change vs. YAGO increased 2.2%

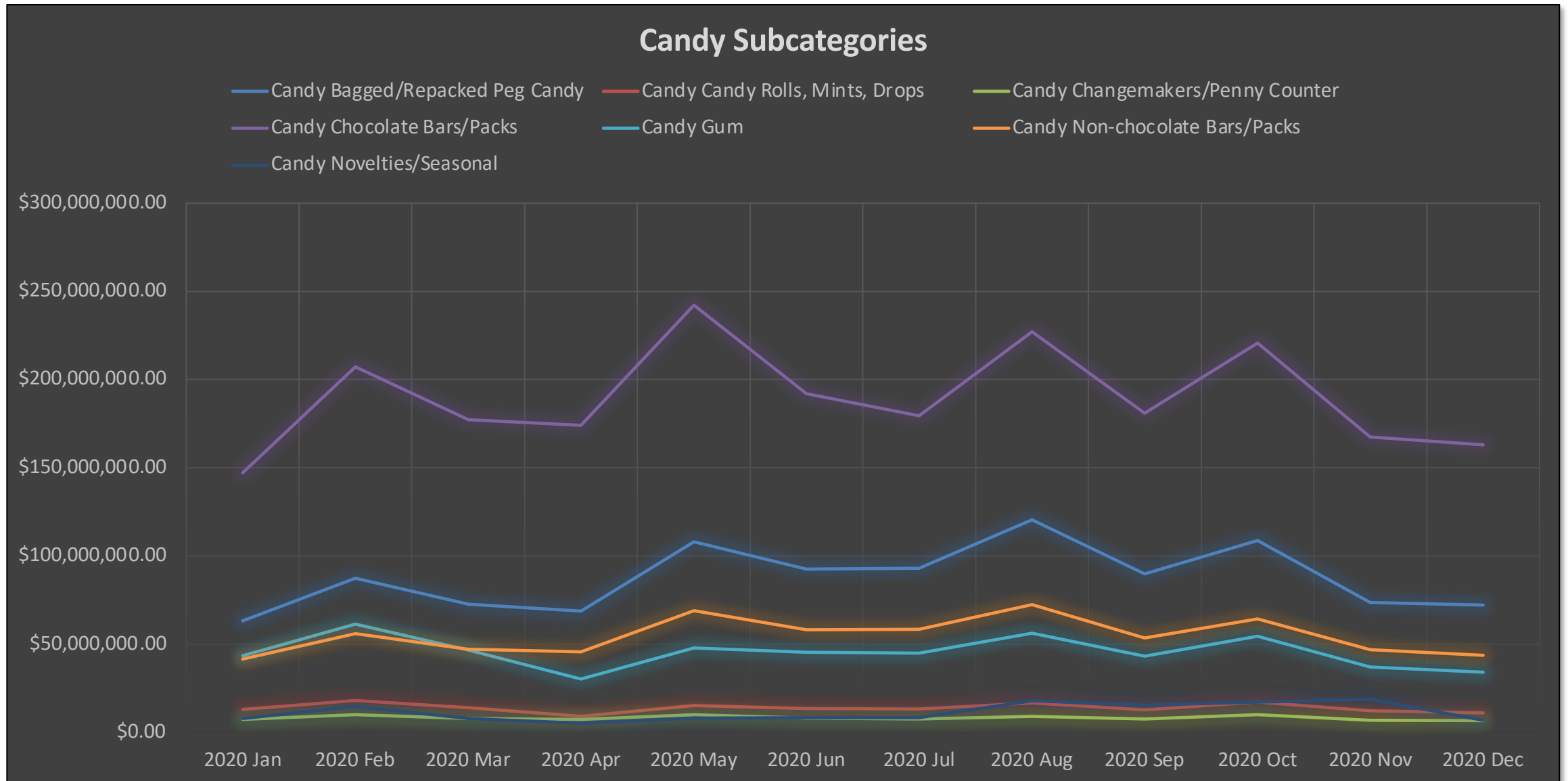


Candy: Top 10 Item Ranking

- Top 10 items account for 12% dollar share of the category
- Chocolate leads the way



Candy: Candy Subcategories



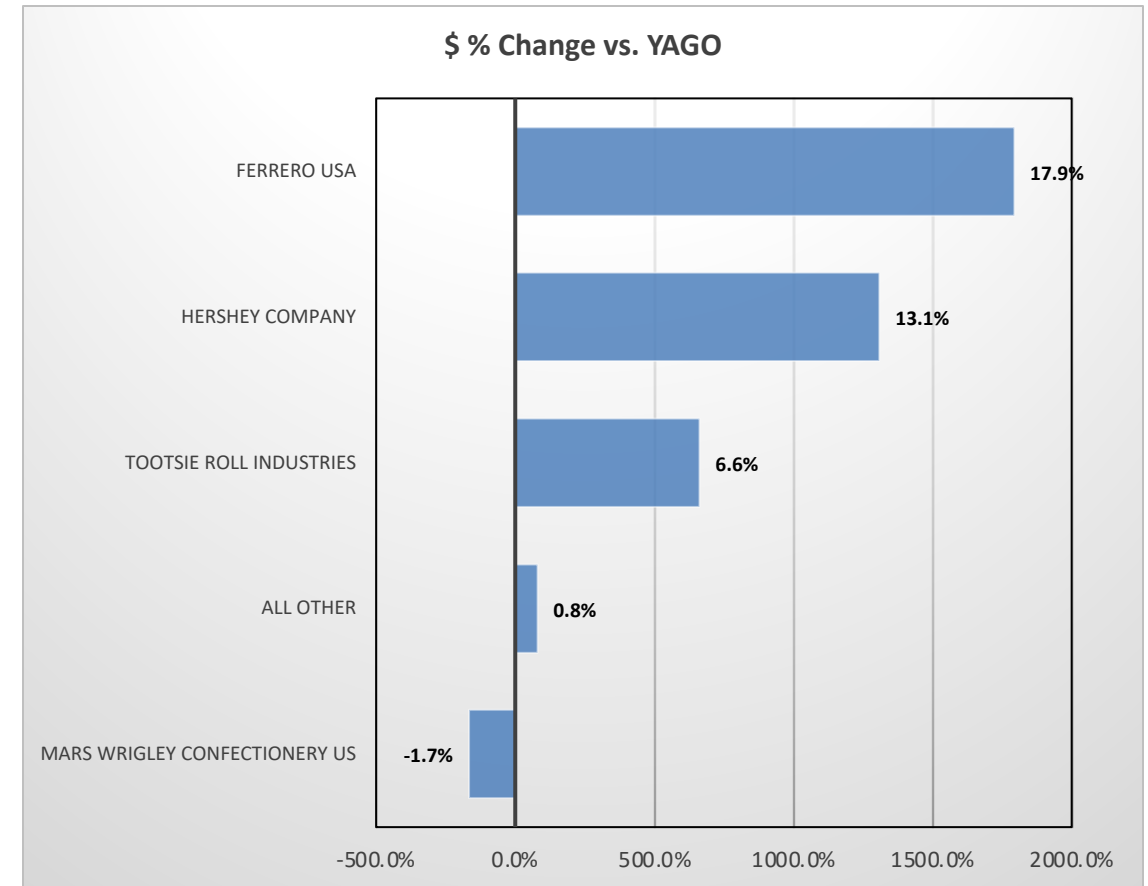
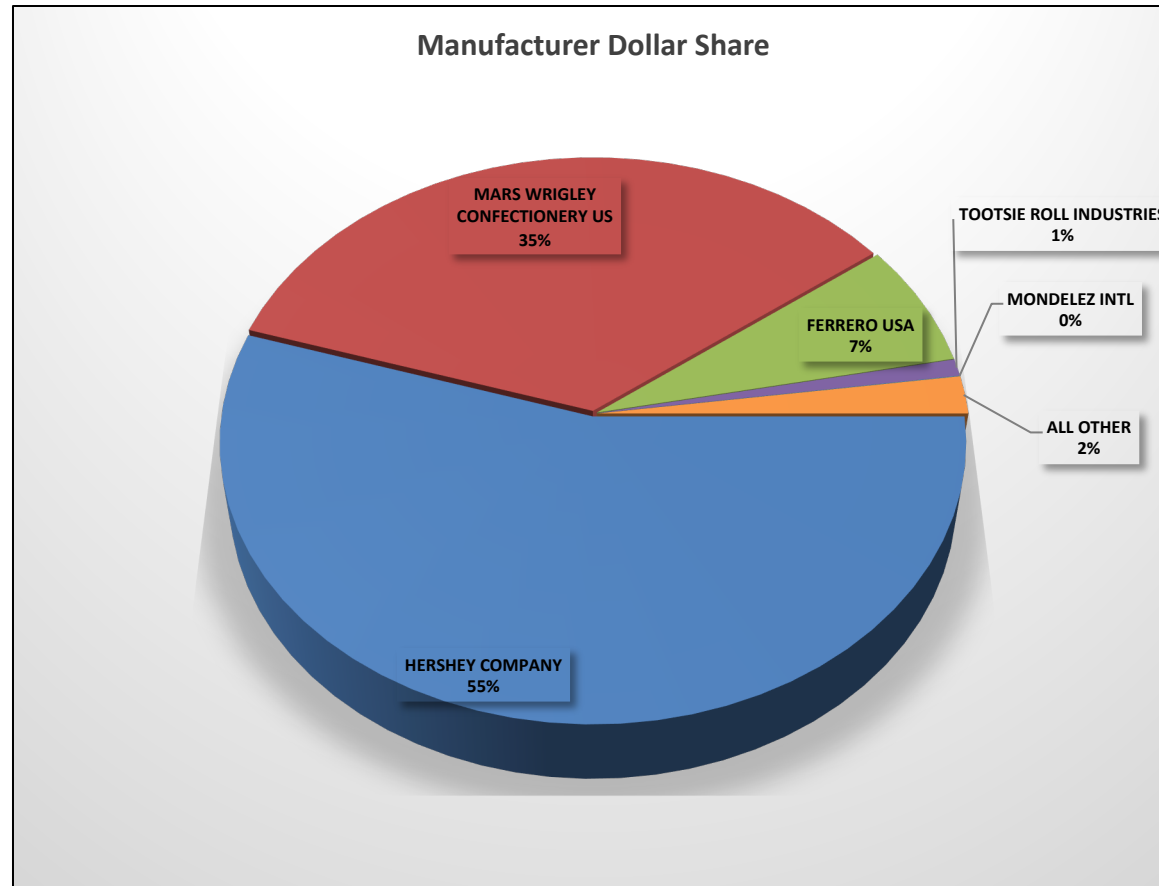


Chocolate Bars & Packs Sub-Category Overview

Year Ending 2020

Chocolate Bars/Packs Manufacturer Performance

- Chocolate Bars/Packs are projected to be \$2.28B for 2020, with an overall growth of 7.4% vs YAGO



Chocolate Bars/Packs Brand Family Rank and Share

- Some changes in the top 10 Brands, Kinder had a big increase in 2020.

Brand Family	Manufacturer	Rank	Trend	\$ Share of Chocolate Bars/Packs
REESE'S	HERSHEY COMPANY	1	Up	22.7%
M&M'S	MARS WRIGLEY CONFECTIONERY US	2	Down	11.7%
SNICKERS	MARS WRIGLEY CONFECTIONERY US	3	Up	10.1%
KIT KAT	HERSHEY COMPANY	4	Up	6.4%
TWIX	MARS WRIGLEY CONFECTIONERY US	5	Up	5.3%
HERSHEY MILK	HERSHEY COMPANY	6	Up	3.9%
MILKY WAY	MARS WRIGLEY CONFECTIONERY US	7	Up	3.8%
HERSHEY ASSORTED	HERSHEY COMPANY	8	Down	3.5%
HERSHEY ALMOND	HERSHEY COMPANY	9	Up	3.0%
KINDER	FERRERO USA	10	Up	2.2%

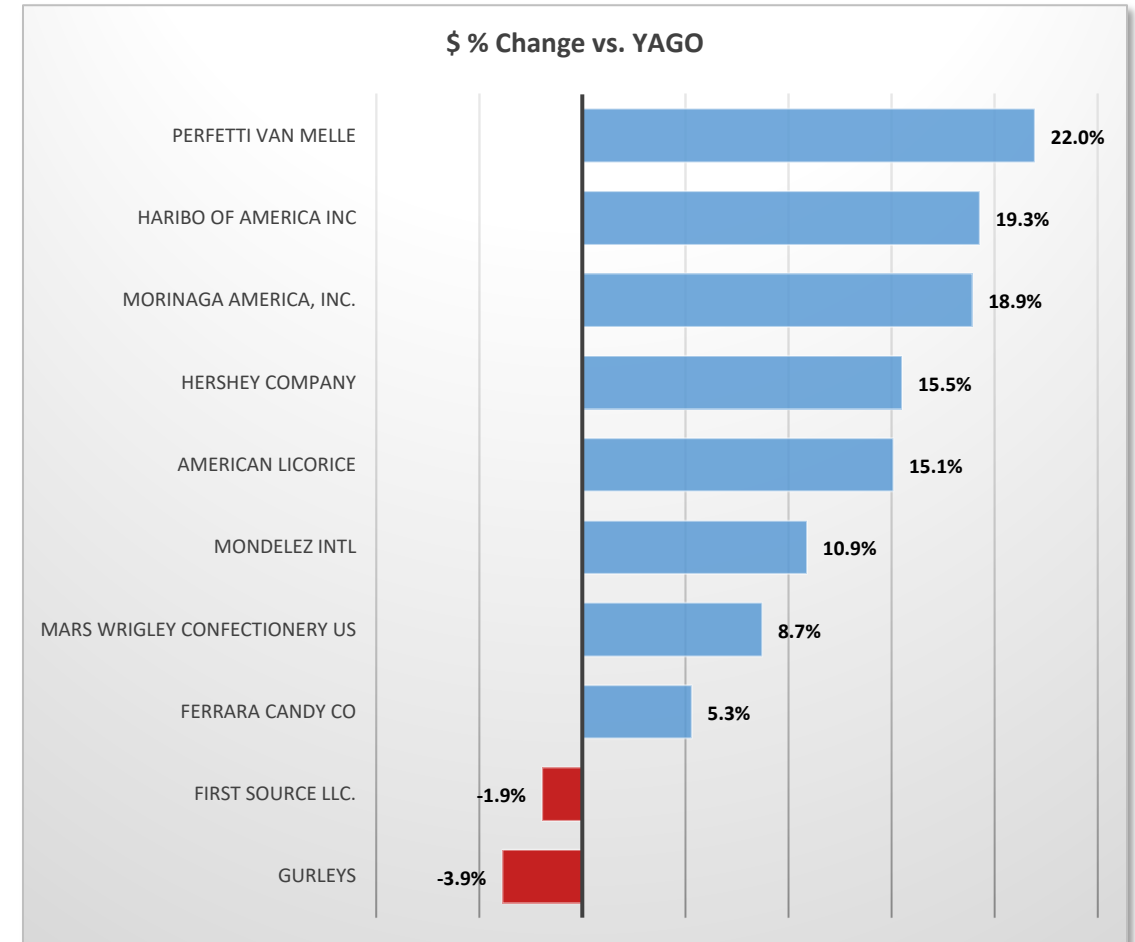
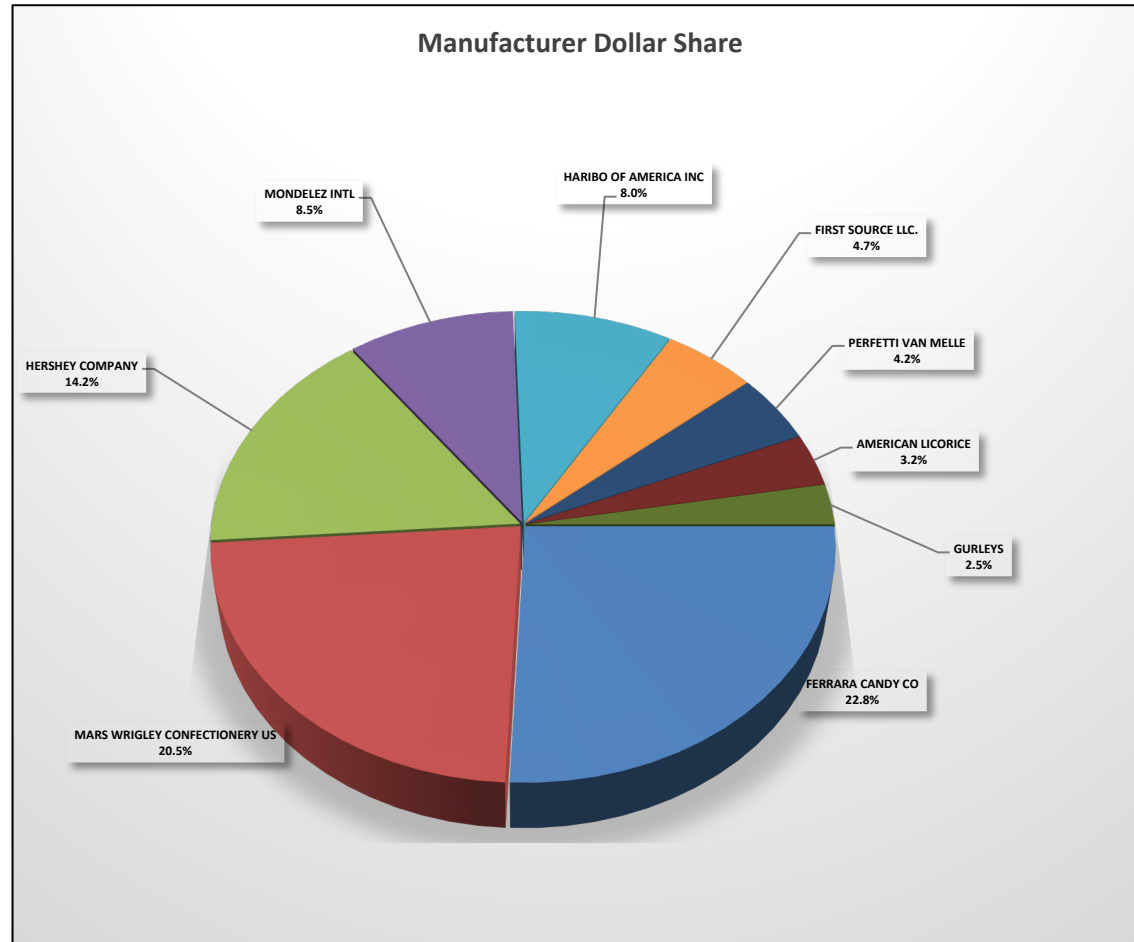


Bagged and Repackaged Candy Sub-Category Overview

Year Ending 2020

Bagged/Repacked Peg Candy Manufacturer Performance

- Bagged Candy retail dollar sales are projected at \$1B, up 10% vs. YAGO



Bagged/Repacked Peg Brand Family Rank and Share

- Top 10 captures almost 61% of Bagged dollars, with some brands showing a decline in dollar share vs. YAGO

Brand Family	Manufacturer	Rank	Trend	\$ Share of Bagged/Peg Candy
TROLLI	FERRARA CANDY CO	1	Up	10.2%
HARIBO	HARIBO OF AMERICA, INC.	2	Up	8.0%
SATHERS	FERRARA CANDY CO	3	Down	7.9%
LIFE SAVERS GUMMIES	MARS WRIGLEY CONFECTIONERY US	4	Up	7.5%
SOUR PATCH	MONDELEZ INTL	5	Up	6.2%
GONZO	FIRST SOURCE LLC.	6	Down	4.6%
M&M'S	MARS WRIGLEY CONFECTIONERY US	7	Up	4.5%
AIRHEADS	PERFETTI VAN MELLE	8	Up	4.2%
JOLLY RANCHER	HERSHEY COMPANY	9	Up	4.0%
STARBURST	MARS WRIGLEY CONFECTIONERY US	10	Up	3.7%

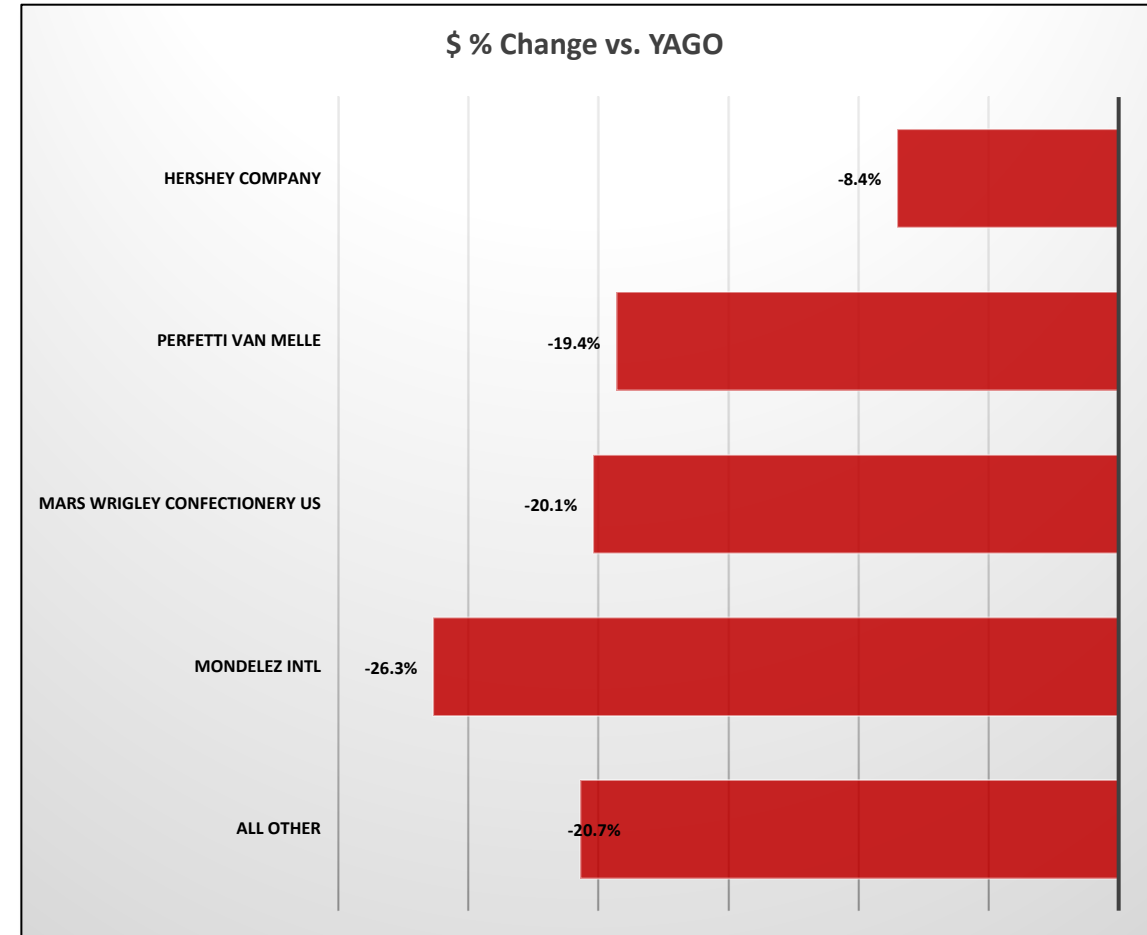
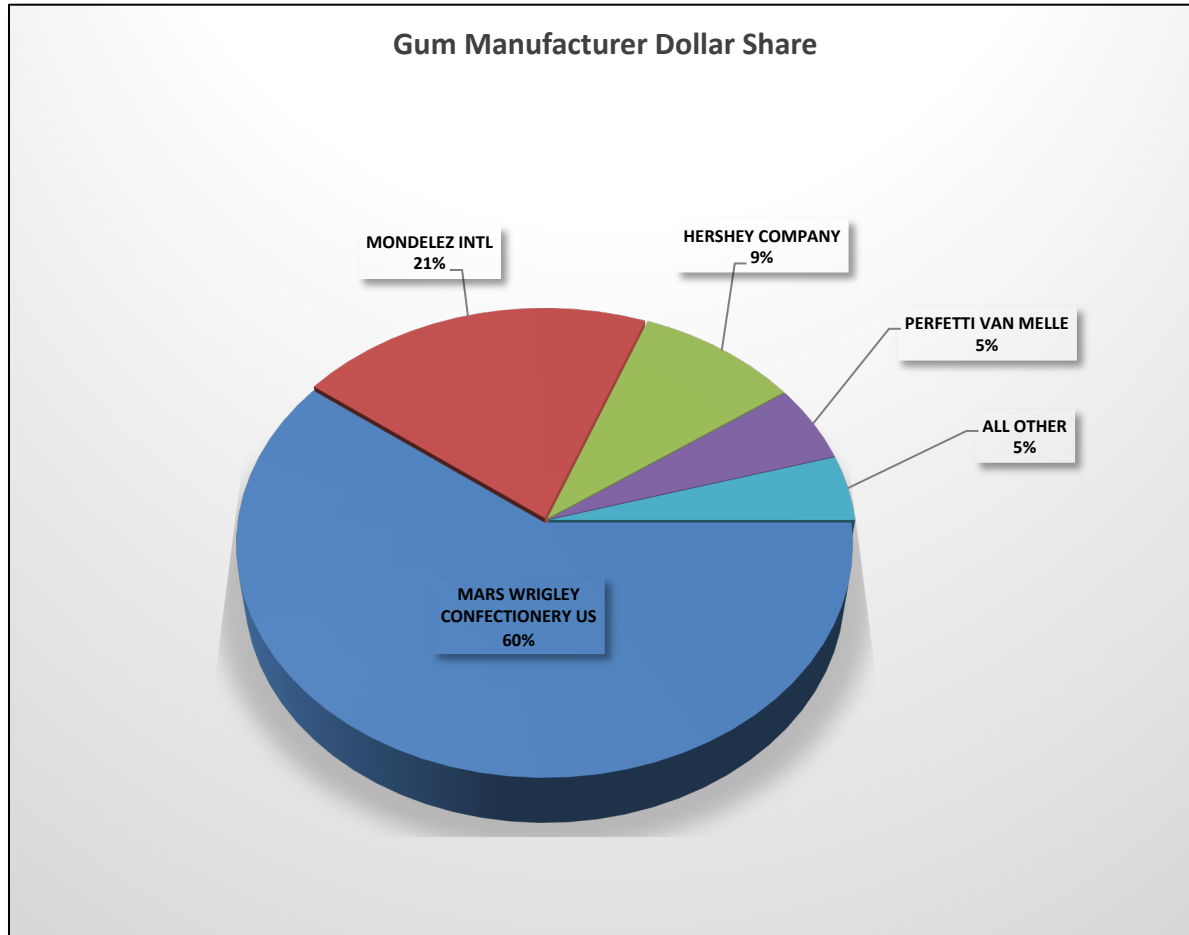


Gum Sub-Category Overview

Year Ending 2020

Gum Manufacturer Performance

- Gum retail dollars are projected at \$546MM in 2020, showing a significant 20% decline vs. YAGO.

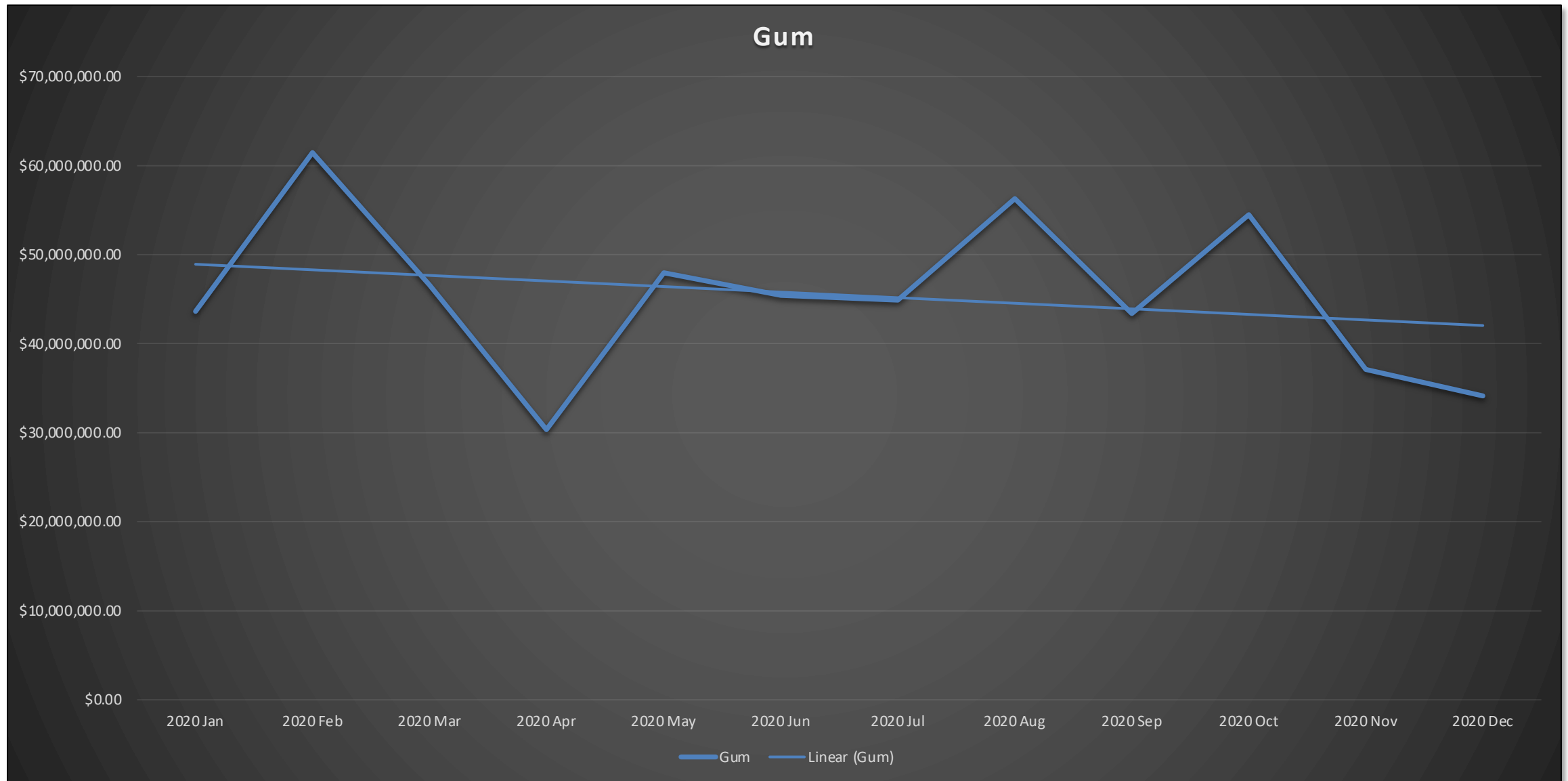


Gum Brand Family Rank and Share

- Top 10 captures 85% of dollars, and all brands declining

Brand Family	Manufacturer	Rank	Trend	\$ Share of Gum
EXTRA	MARS WRIGLEY CONFECTIONERY US	1	Down	19.0%
TRIDENT	MONDELEZ INTL	2	Down	15.5%
5 GUM	MARS WRIGLEY CONFECTIONERY US	3	Down	13.5%
ICE BREAKERS	HERSHEY COMPANY	4	Down	9.0%
ORBIT	MARS WRIGLEY CONFECTIONERY US	5	Down	8.7%
MENTOS	PERFETTI VAN MELLE	6	Down	4.8%
DENTYNE	MONDELEZ INTL	7	Down	3.9%
DOUBLEMINT	MARS WRIGLEY CONFECTIONERY US	8	Down	3.9%
JUICY FRUIT	MARS WRIGLEY CONFECTIONERY US	9	Down	3.5%
HUBBA BUBBA	MARS WRIGLEY CONFECTIONERY US	10	Down	3.0%

Gum 2020 Trended



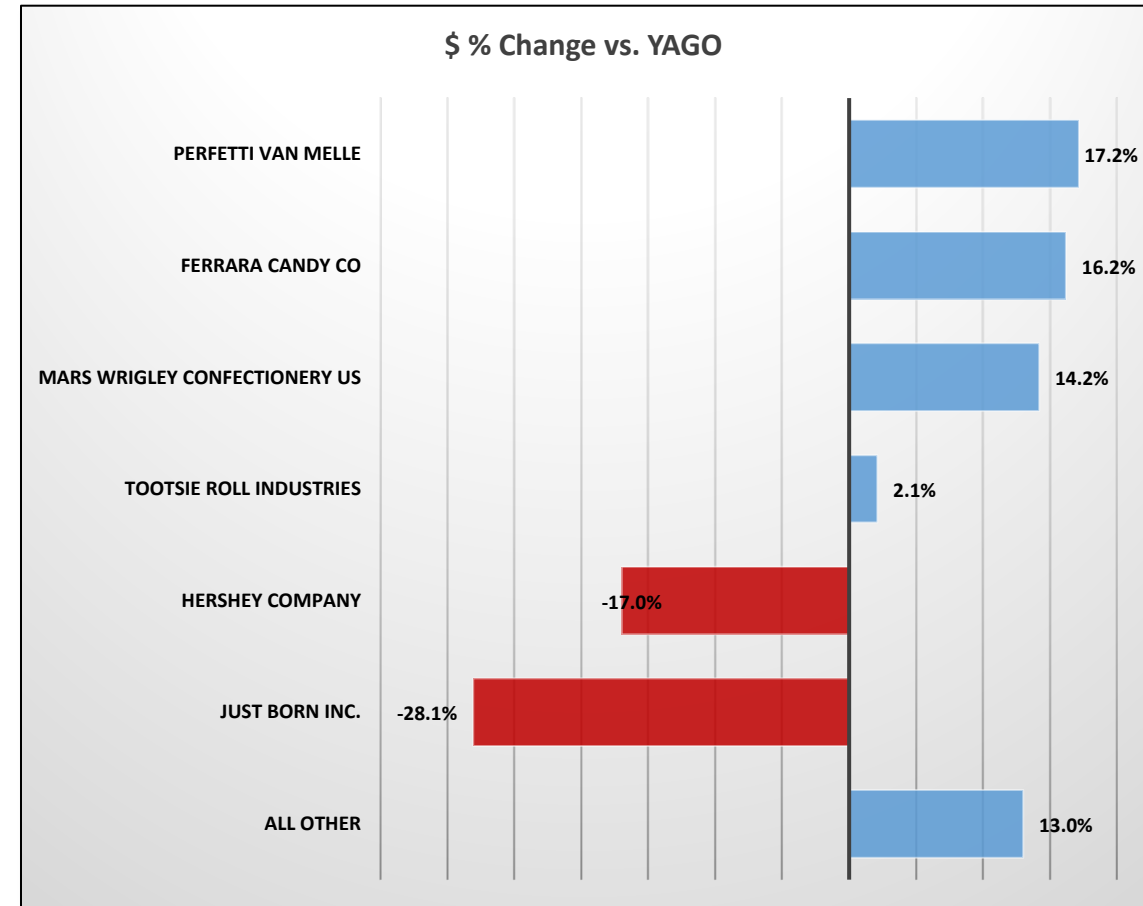
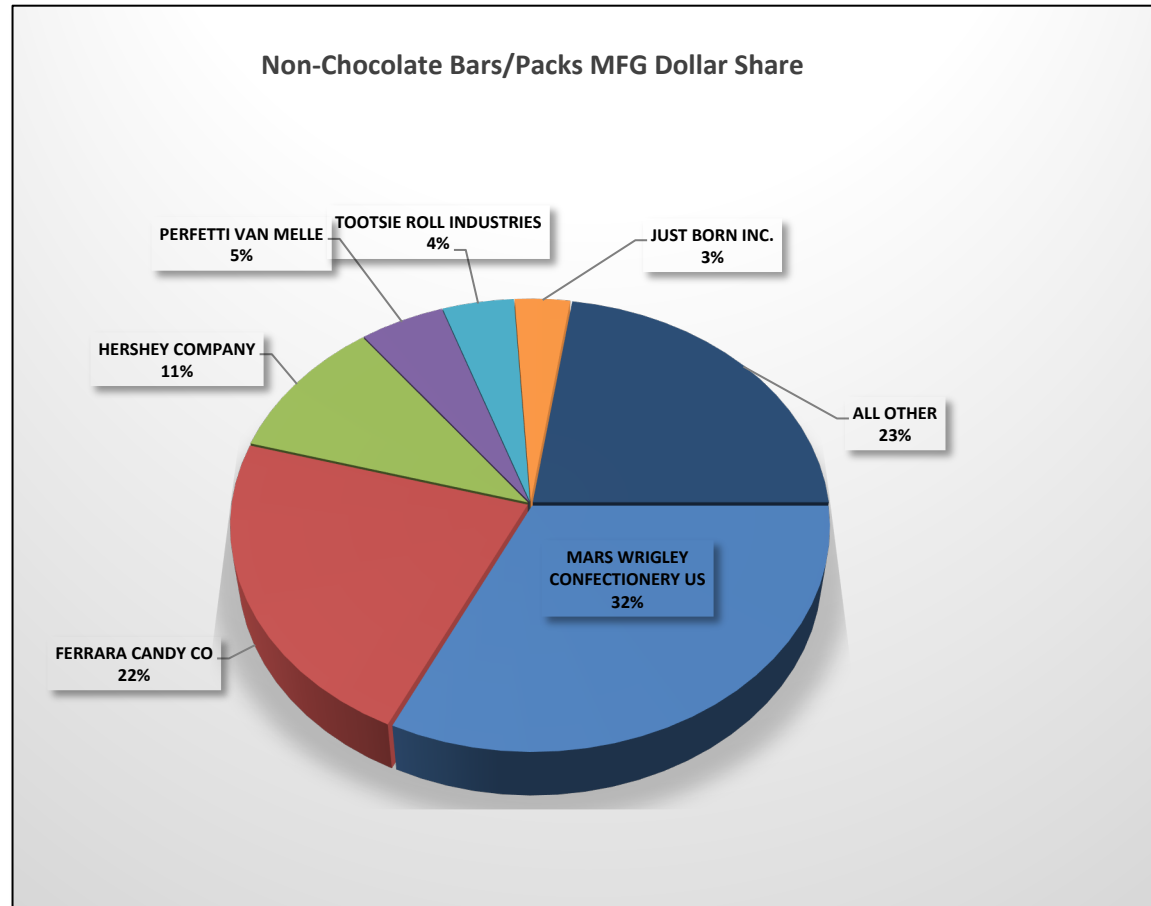


Non-Chocolate Bars & Packs Sub-Category Overview

Year Ending 2020

Non-Chocolate Manufacturer Performance


- Non-Chocolate Bars/Packs retail dollar sales are projected at \$657MM, up 1.4% vs. YAGO



Non-Chocolate Bars/Packs Brand Family Rank and Share

- Top 10 captures 68% of dollars, with Hershey Gold dropping off as a highly competitive item

Brand Family	Manufacturer	Rank	Trend	\$ Share of Non-Chocolate Bars/Packs
SKITTLES	MARS WRIGLEY CONFECTIONERY US	1	Up	16.6%
STARBURST	MARS WRIGLEY CONFECTIONERY US	2	Up	12.3%
SWEETARTS	FERRARA CANDY CO	3	Up	8.7%
PAYDAY	HERSHEY CO	4	Down	6.3%
LAFFY TAFFY	FERRARA CANDY CO	5	Up	6.1%
AIRHEADS	PERFETTI VAN MELLE	6	Up	5.0%
LIFE SAVERS GUMMIES	MARS WRIGLEY CONFECTIONERY US	7	Up	2.7%
TWIZZLERS	HERSHEY CO	8	Down	2.7%
HI-CHEW	MORINAGA AMERICA, INC.	9	Up	2.5%
MIKE & IKE	JUST BORN, INC.	10	Down	2.4%

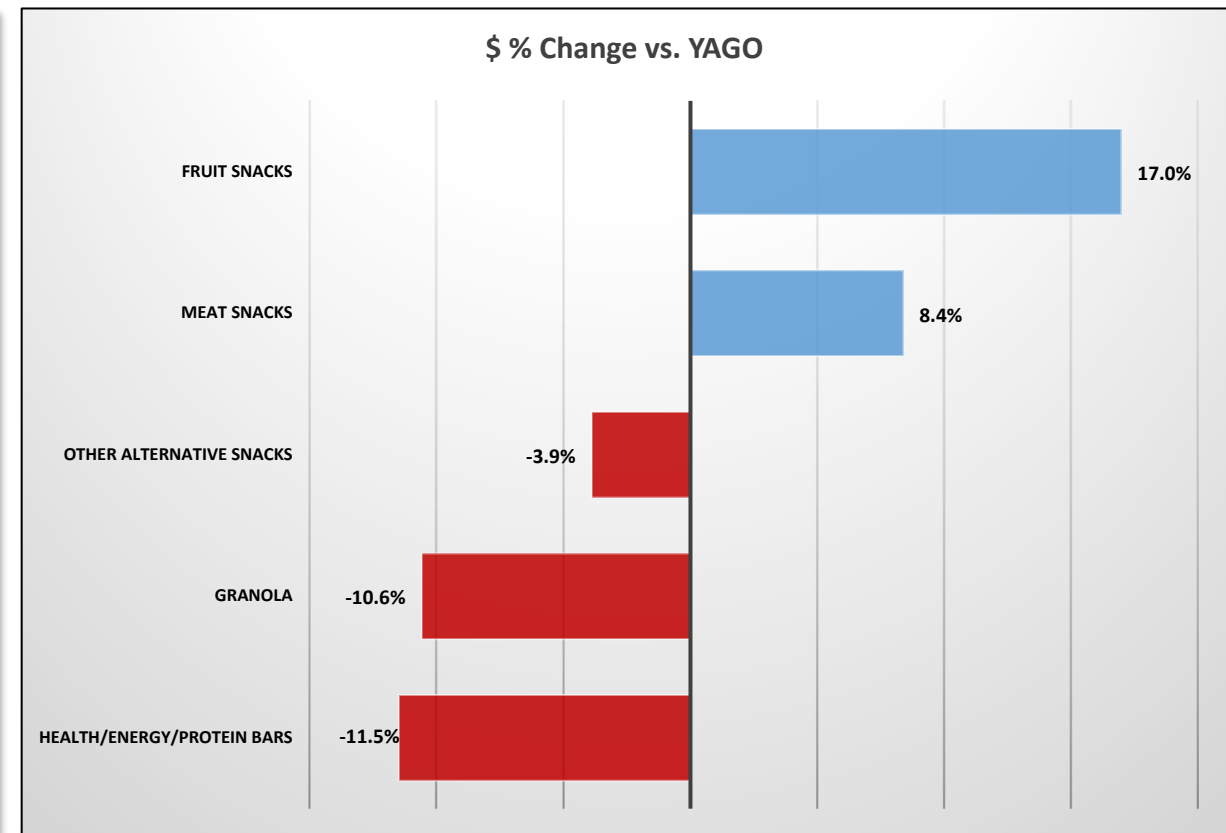
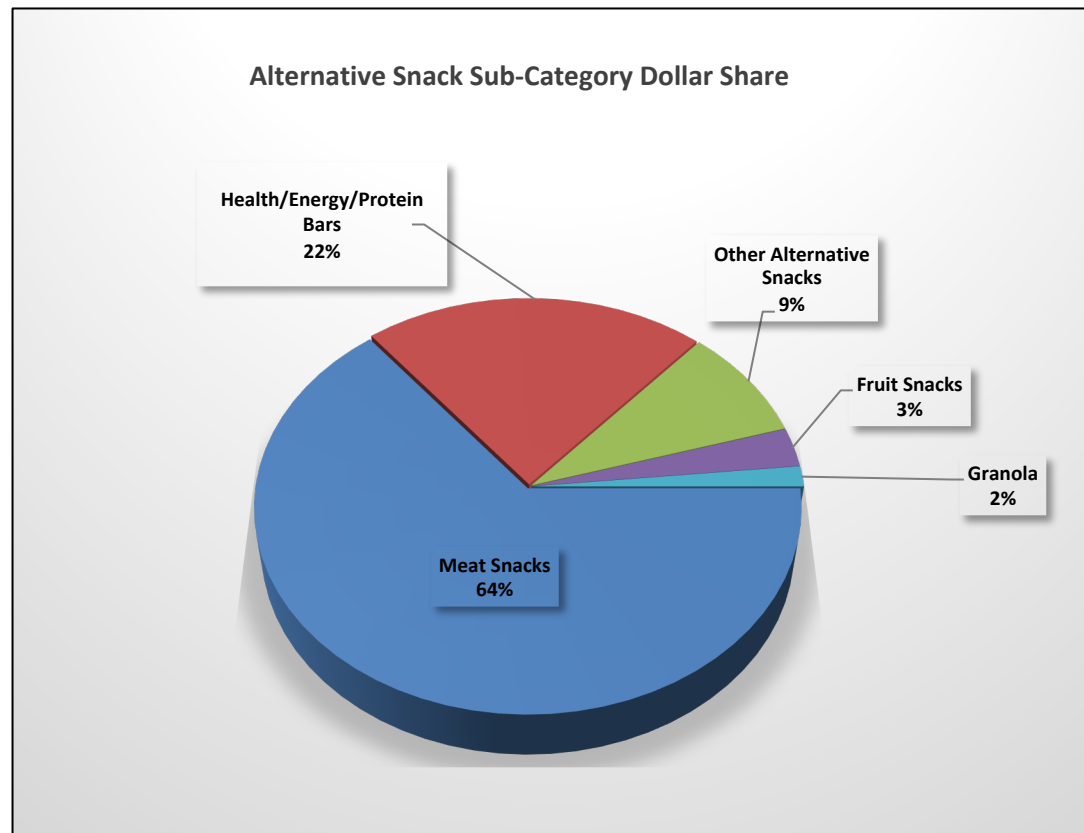


**Total Alternative Snacks Category
Performance
Total Convenience Stores**

Year Ending 2020

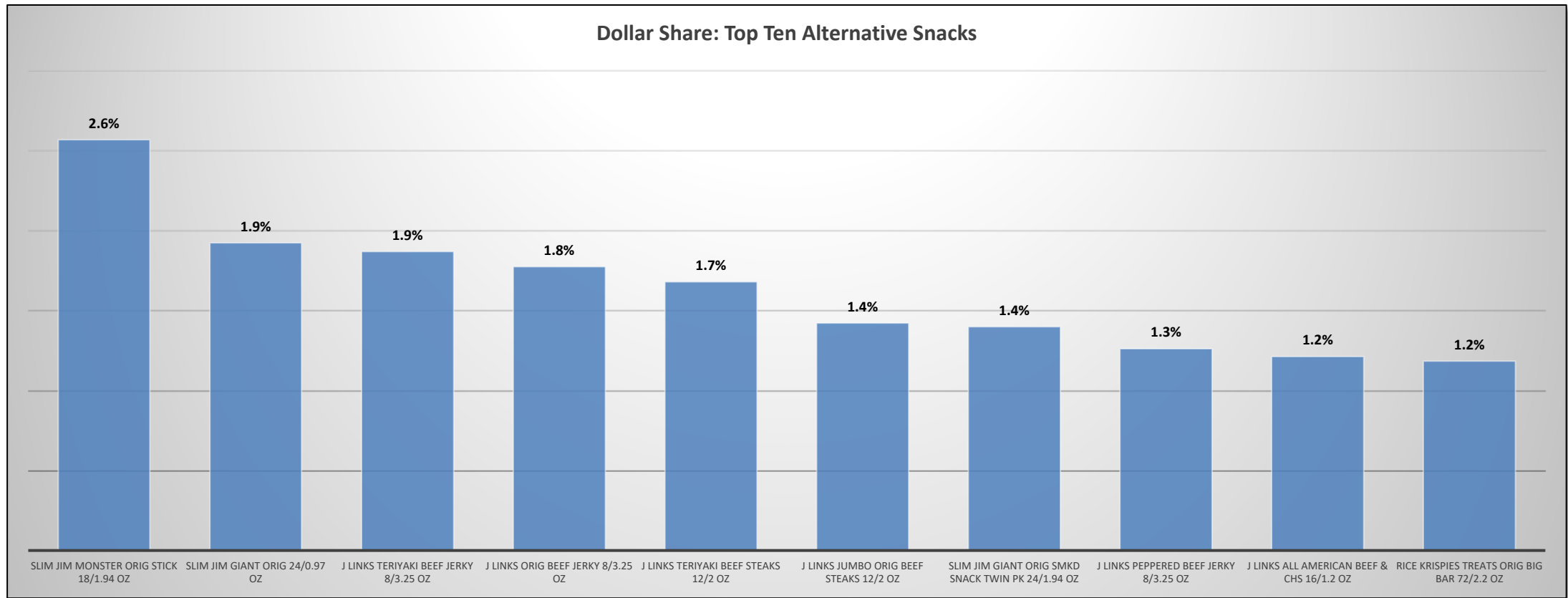
Alternative Snacks Category Performance

- Alternative Snacks retail dollar sales are projected at \$1.9B in 2020, up 2.0% vs. YAGO
- Meat Snacks are performing well (+8.4%), as are Fruit Snacks (+17%)



Alternative Snacks: Top 10 Item Rank

- Top 10 items account for about 17% of total category dollars
- Most products are meat items which had increases vs 2019



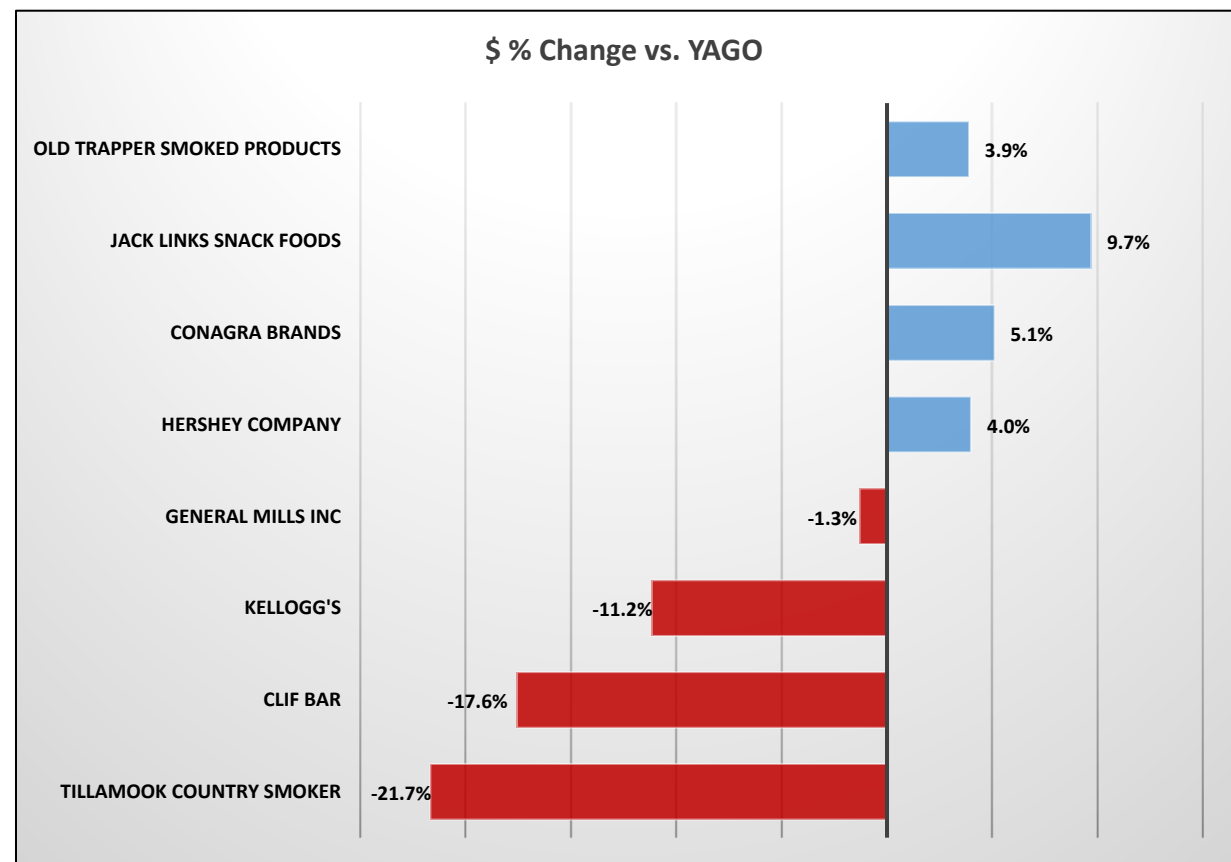
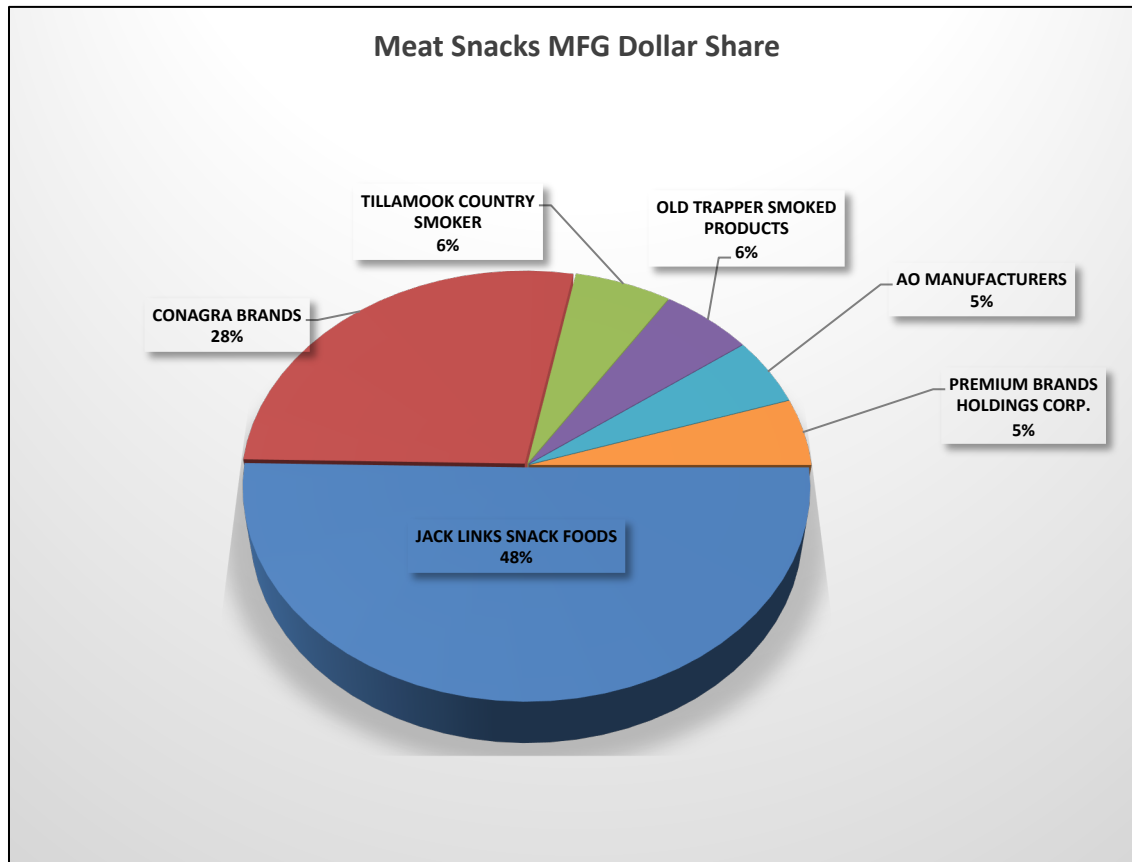


Meat Snacks Sub-Category Overview

Year Ending 2020

Meat Snacks Manufacturer Performance

- Meat Snacks retail dollar sales are projected at \$1.2B for 2020, up 8% vs. YAGO
- Jack Links and Conagra both had strong increases

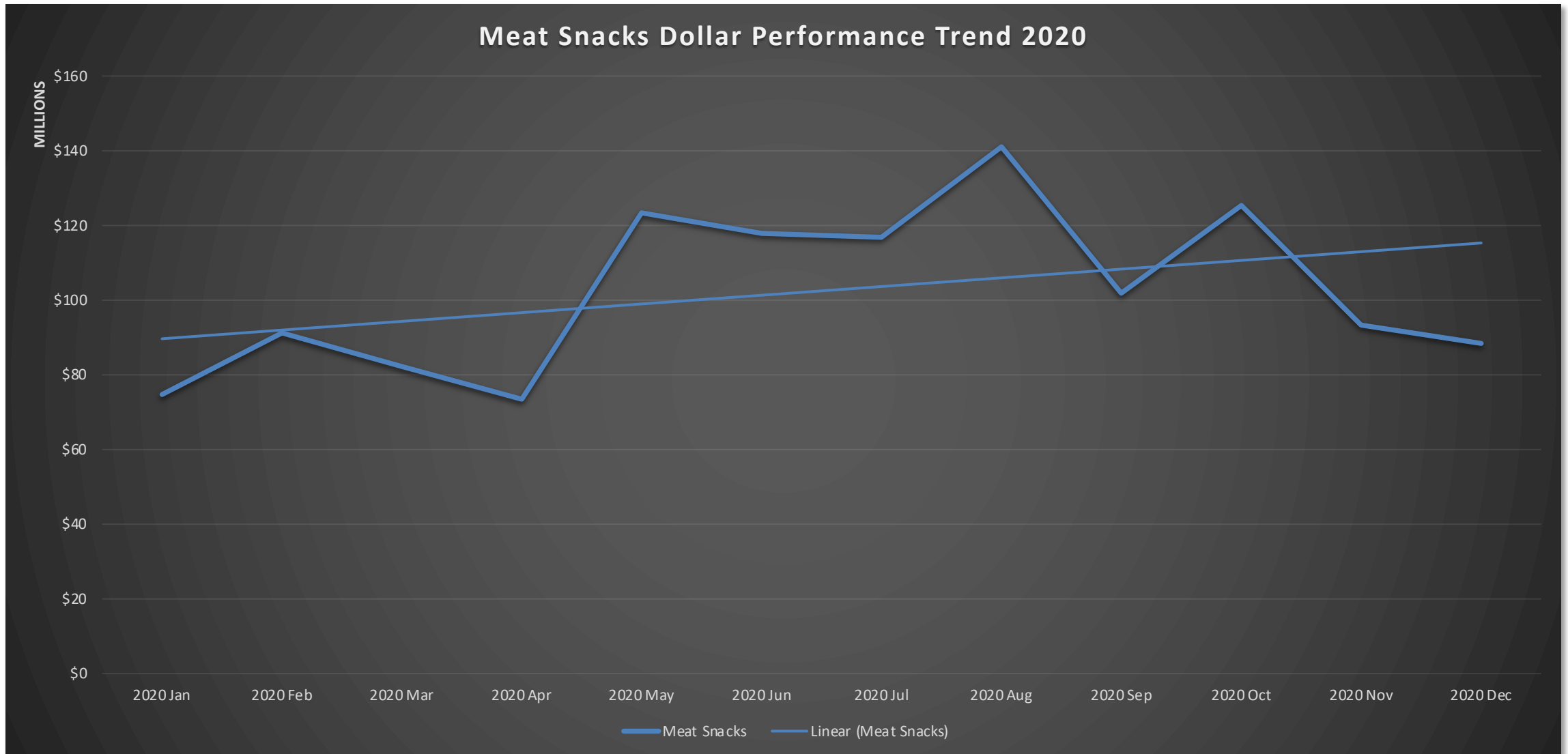


Meat Snacks Brand Family Rank and Share

- The top 10 capture 87% of dollar sales

Brand Family	Manufacturer	Rank	Trend	\$ Share of Meat Snacks
JACK LINK'S	JACK LINKS SNACK FOODS	1	Up	40.1%
SLIM JIM	CONAGRA BRANDS	2	Up	21.7%
TILLAMOOK	TILLAMOOK COUNTRY SMOKER	3	Down	5.8%
OLD TRAPPER	OLD TRAPPER SMOKED PRODUCTS	4	Up	5.5%
WILD	JACK LINKS SNACK FOODS	5	Up	3.4%
COLD CRAFTED	JACK LINKS SNACK FOODS	6	Up	3.3%
OBERTO	PREMIUM BRANDS HOLDINGS CORP.	7	Up	2.7%
CATTLEMAN'S CUT	PREMIUM BRANDS HOLDINGS CORP	8	Up	2.1%
BIG MAMA	CONAGRA BRANDS	9	Up	1.8%
TIJUANA MAMA	CONAGRA BRANDS	10	Up	1.2%

Alternative Snacks: Trended



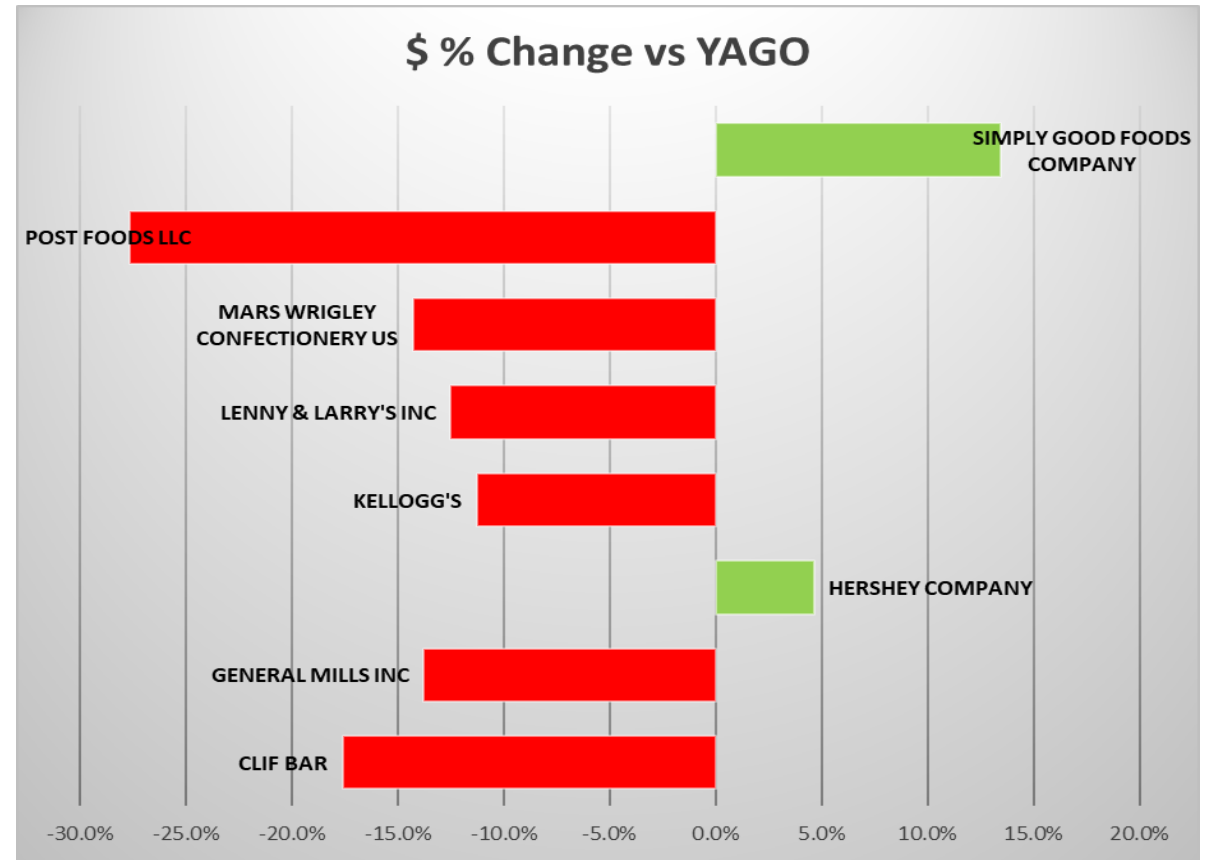
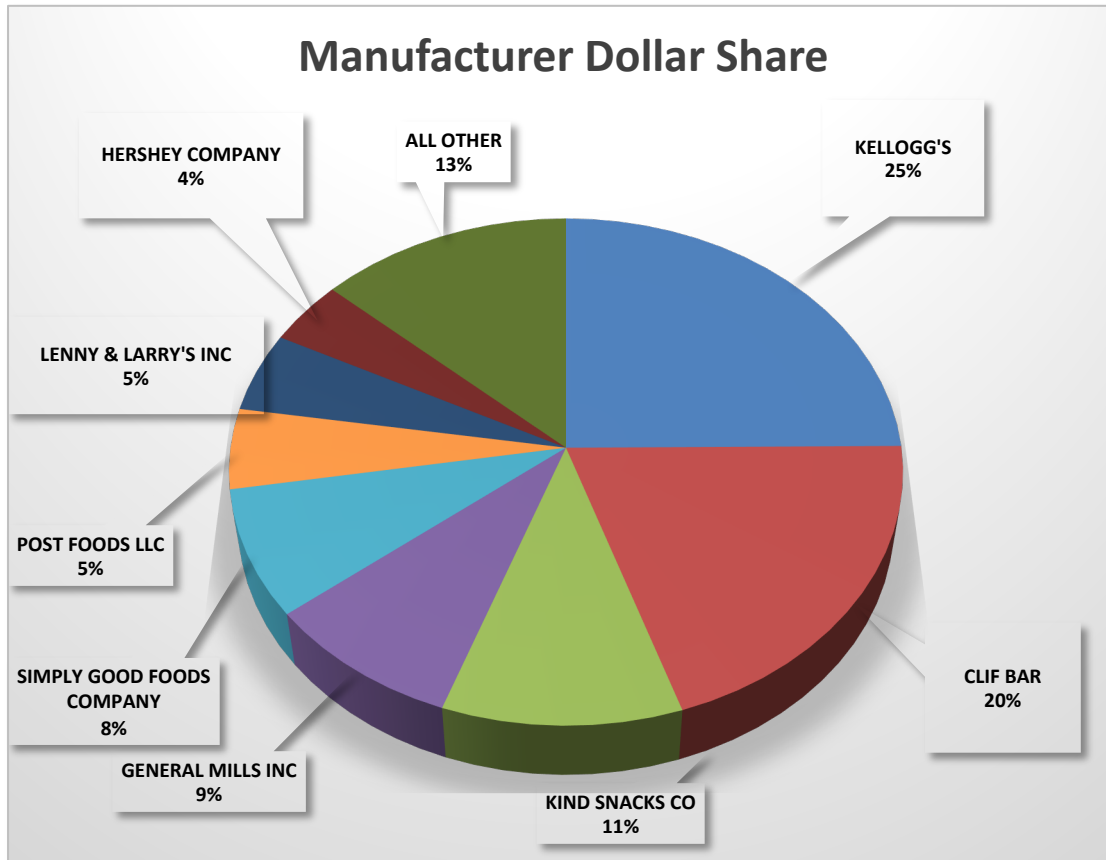


Health, Energy & Protein Bars Sub-Category Overview

Year Ending 2020

Health, Energy & Protein Bars

- The Bars sub-category retail dollars are projected at \$424MM in 2020, down 11.5% vs. YAGO

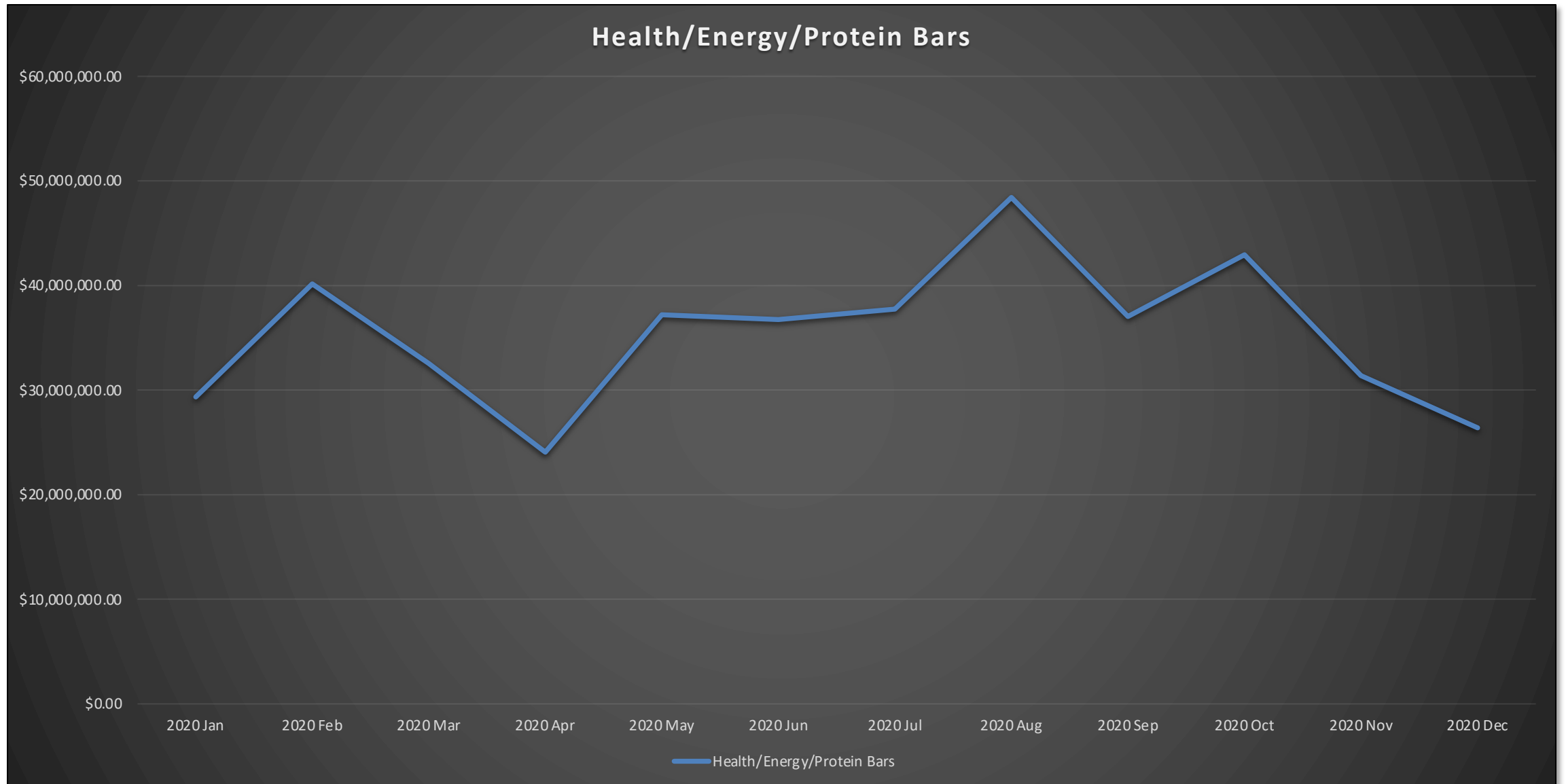


Health, Energy & Protein Bars Brand Family Rank and Share

- The top 10 capture about 68% of dollar sales

Brand Family	Manufacturer	Rank	Trend	\$ Share of Health/ Energy/ Protein Bars
CLIF BAR	CLIF BAR	1	Down	14.0%
RICE KRISPY TREATS	KELLOGG'S	2	Down	13.7%
KIND	MARS WRIGLEY CONFECTIONERY US	3	Down	9.4%
QUEST	SIMPLY GOOD FOOD COMPANY	4	Up	7.9%
SPECIAL K	KELLOGG'S	5	Down	5.9%
ONE BAR	HERSHEY COMPANY	6	Up	4.1%
LENNY & LARRY'S	LENNY & LARRY'S INC	7	Down	3.7%
MET-RX	MET-RX/US NUTRITION	8	Down	3.6%
NUTRI-GRAIN	KELLOGG'S	9	Down	3.4%
BUILDER'S	CLIF BAR	10	Down	3.0%

Health, Energy & Protein Bars Trended



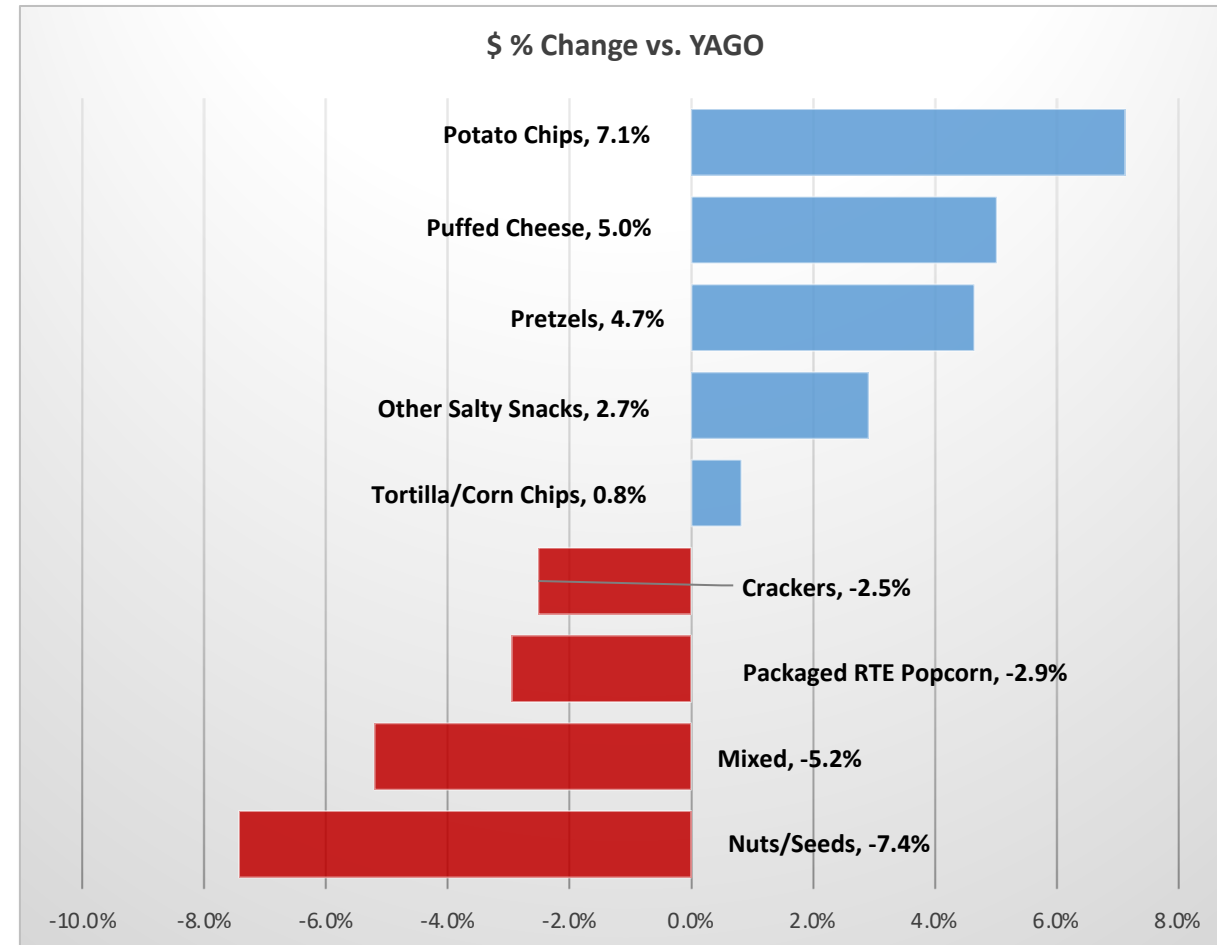
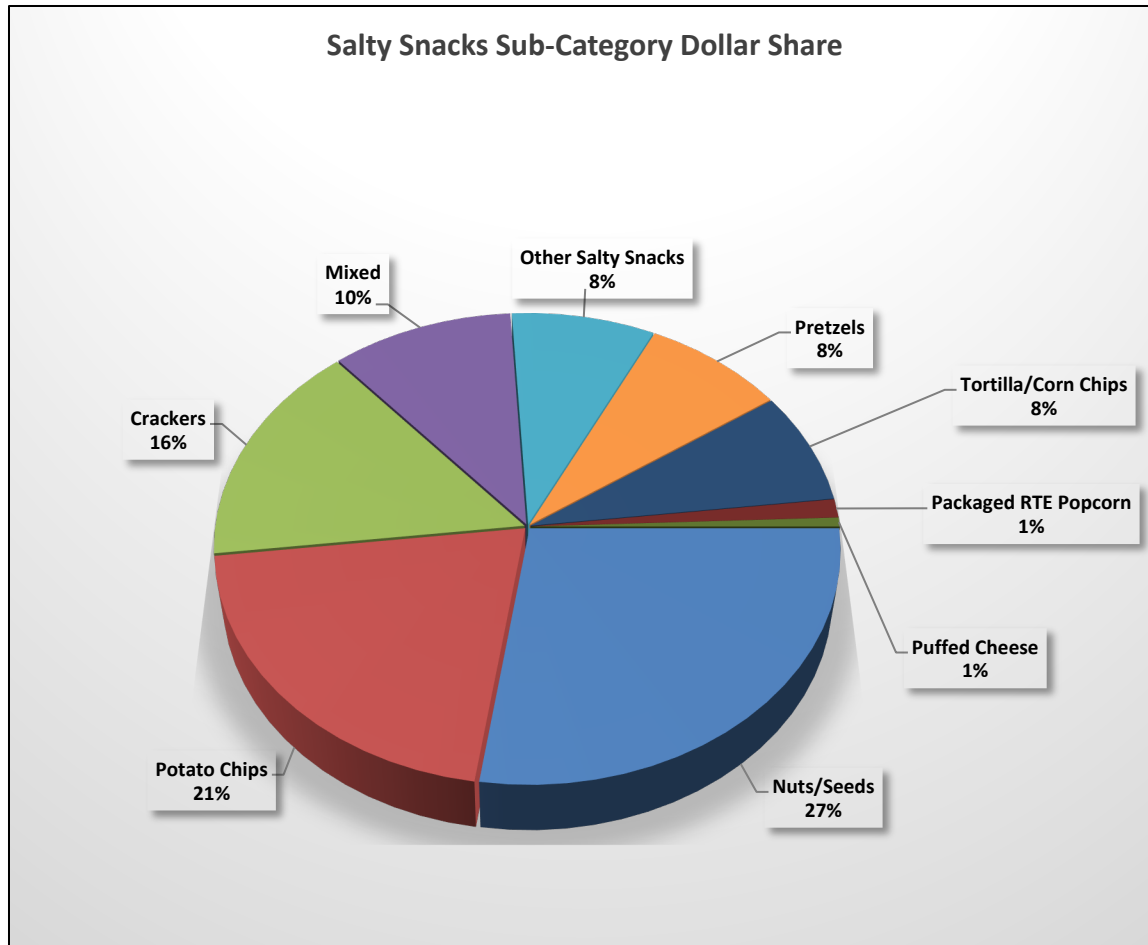


Total Salty Snacks Category Performance Total Convenience Stores

Year Ending 2020

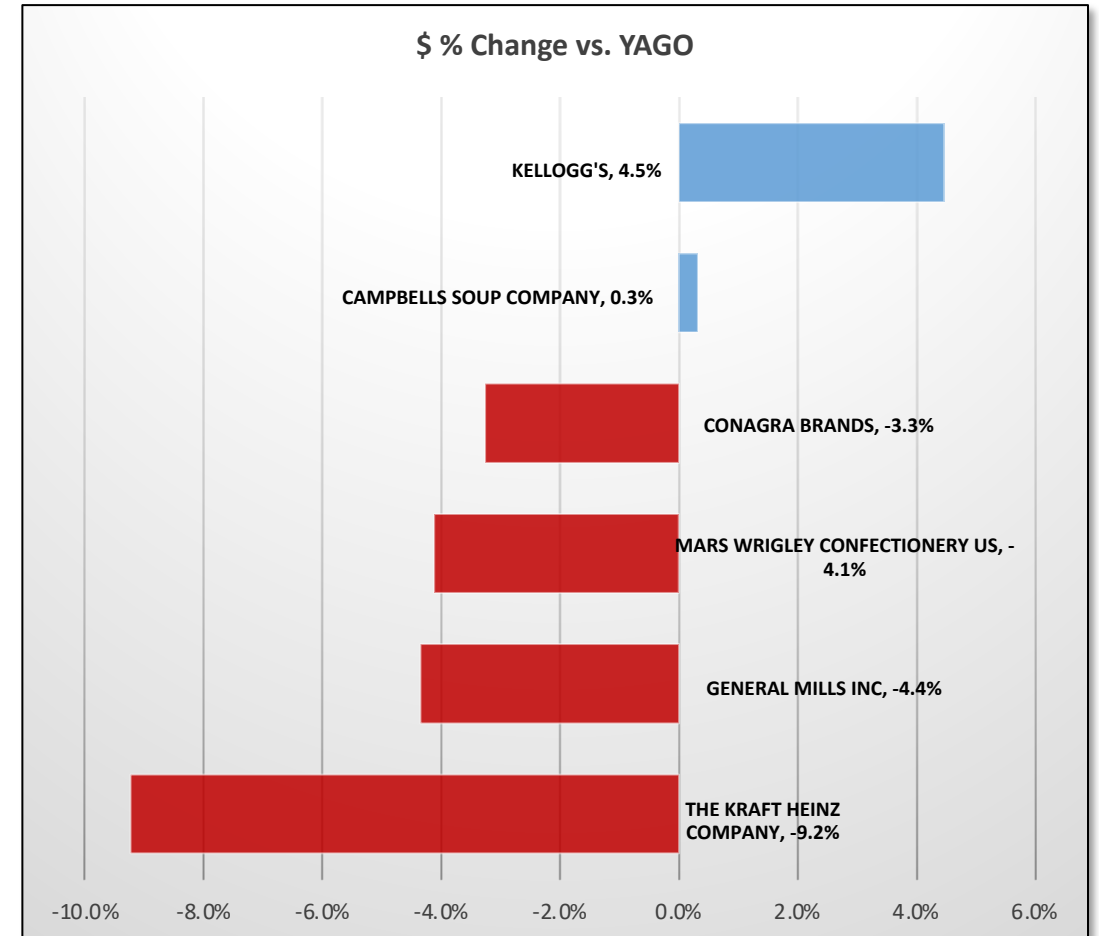
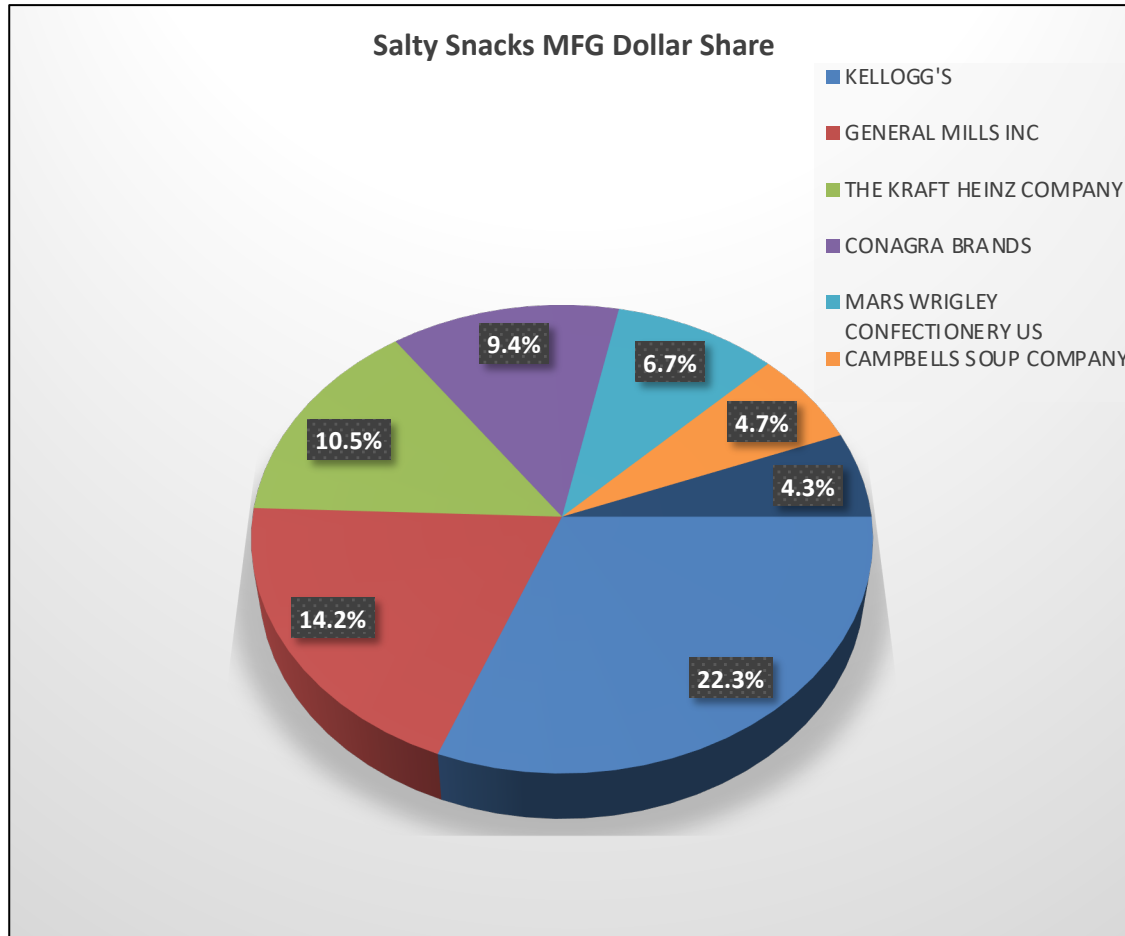
Salty Snacks Category Performance

- Warehouse delivered Salty Snacks Category retail dollar sales are projected at \$1.48B in 2020, down 1.1% vs. YAGO



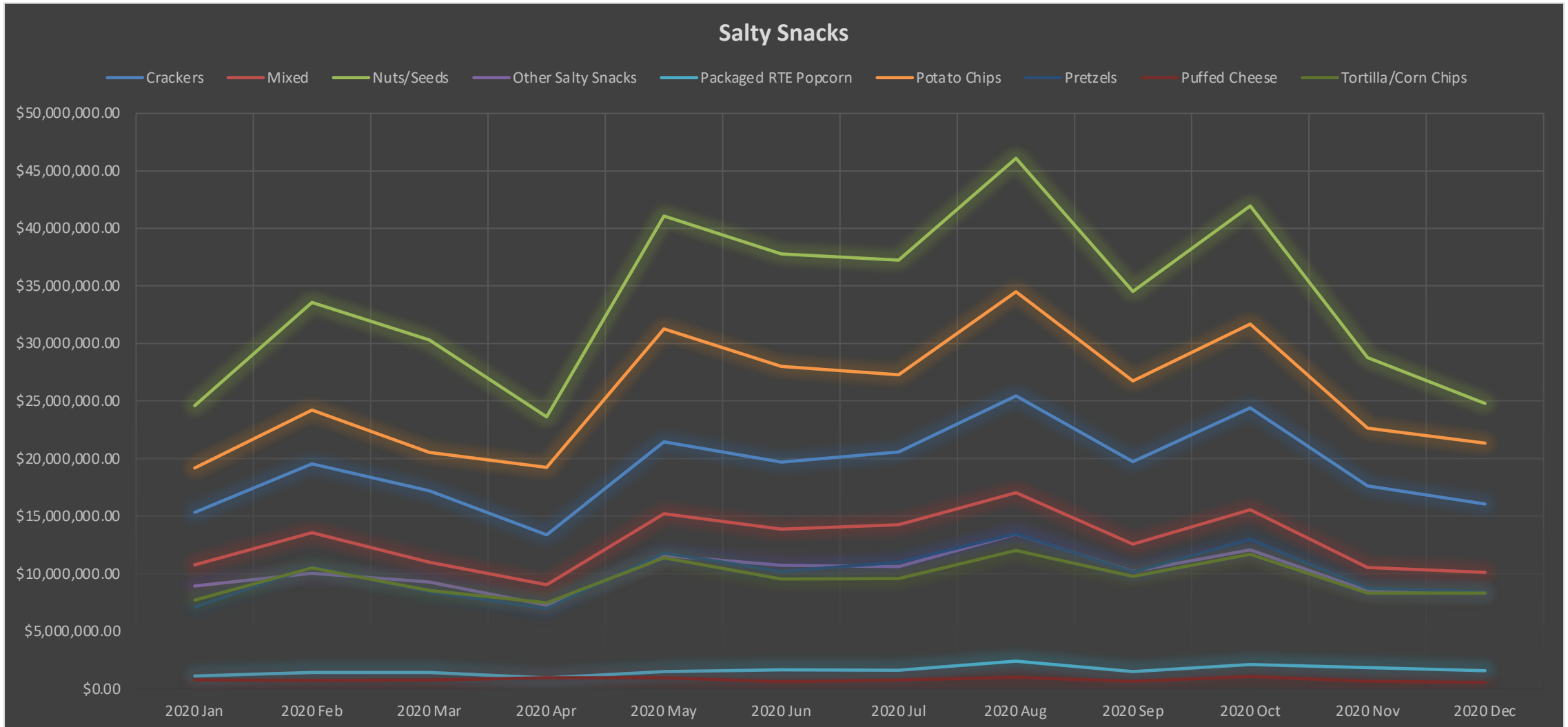
Salty Snacks Manufacturer Performance

- Majority of manufacturers declined in 2020 vs. YAGO



Salty Snacks Manufacturer Performance

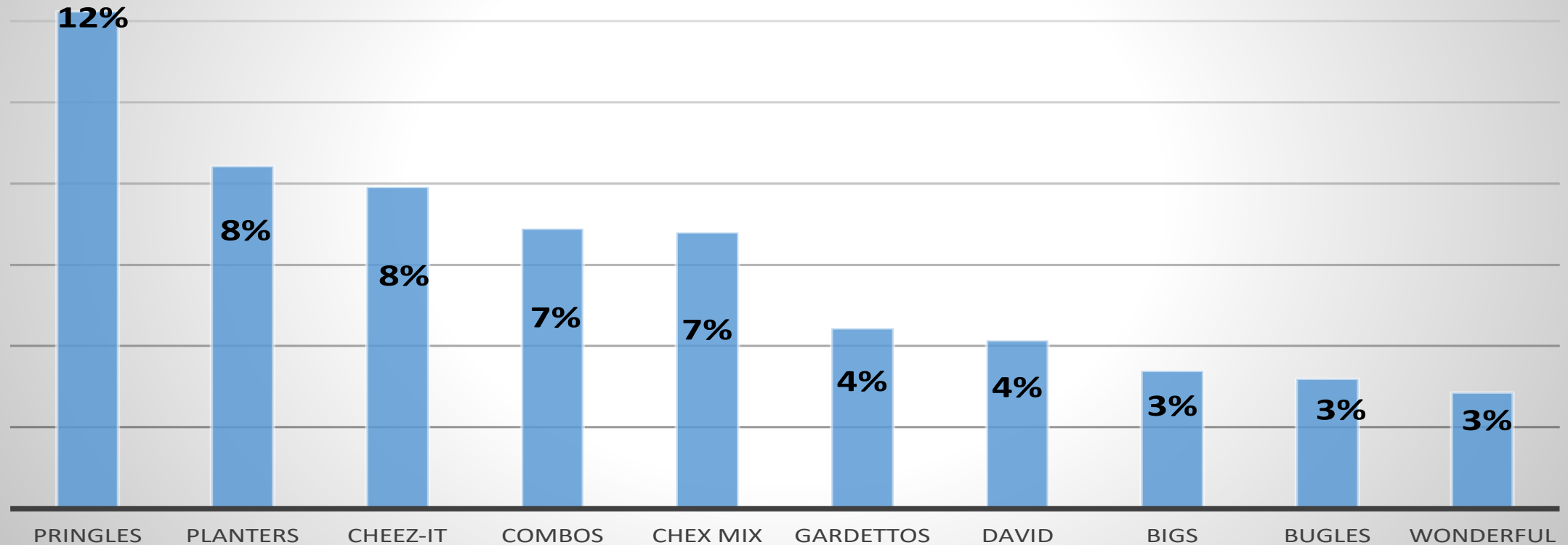
- Majority of manufacturers declined in 2020 vs. YAGO



Salty Snacks: Top 10 Brand Ranking

- Top 10 Brands account for 60% of total category dollar sales

Top 10 Salty Snack Brand Families: 2020 Dollar Share

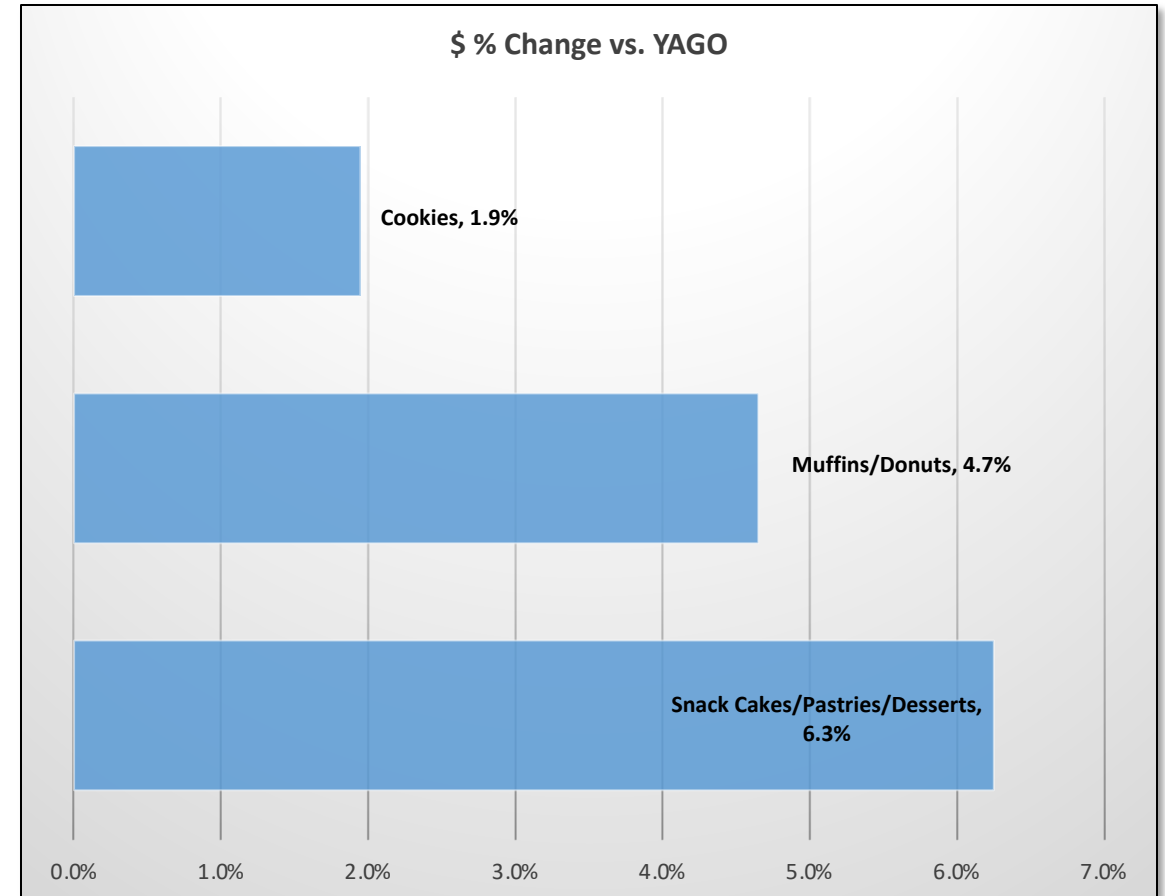
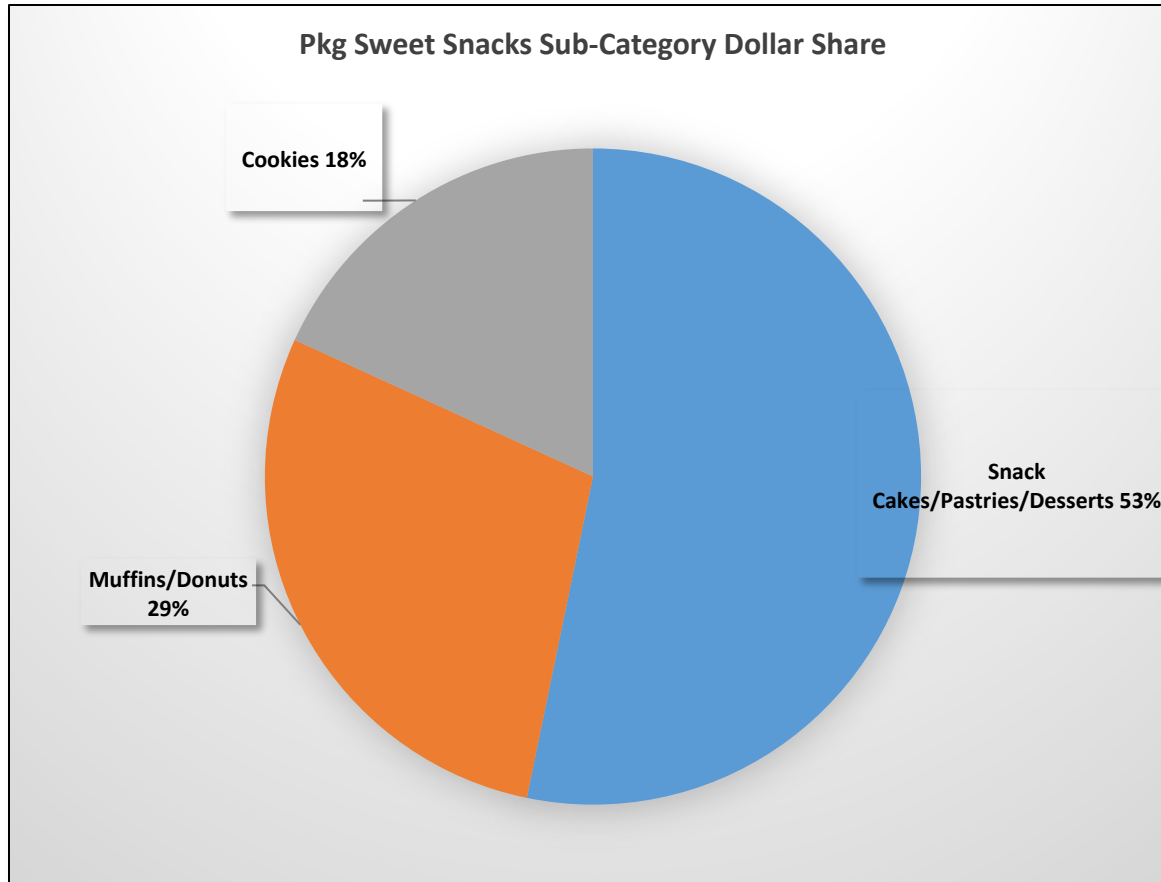




**Total Packaged Sweet Snacks Category
Performance
Total Convenience Stores
Year Ending 2020**

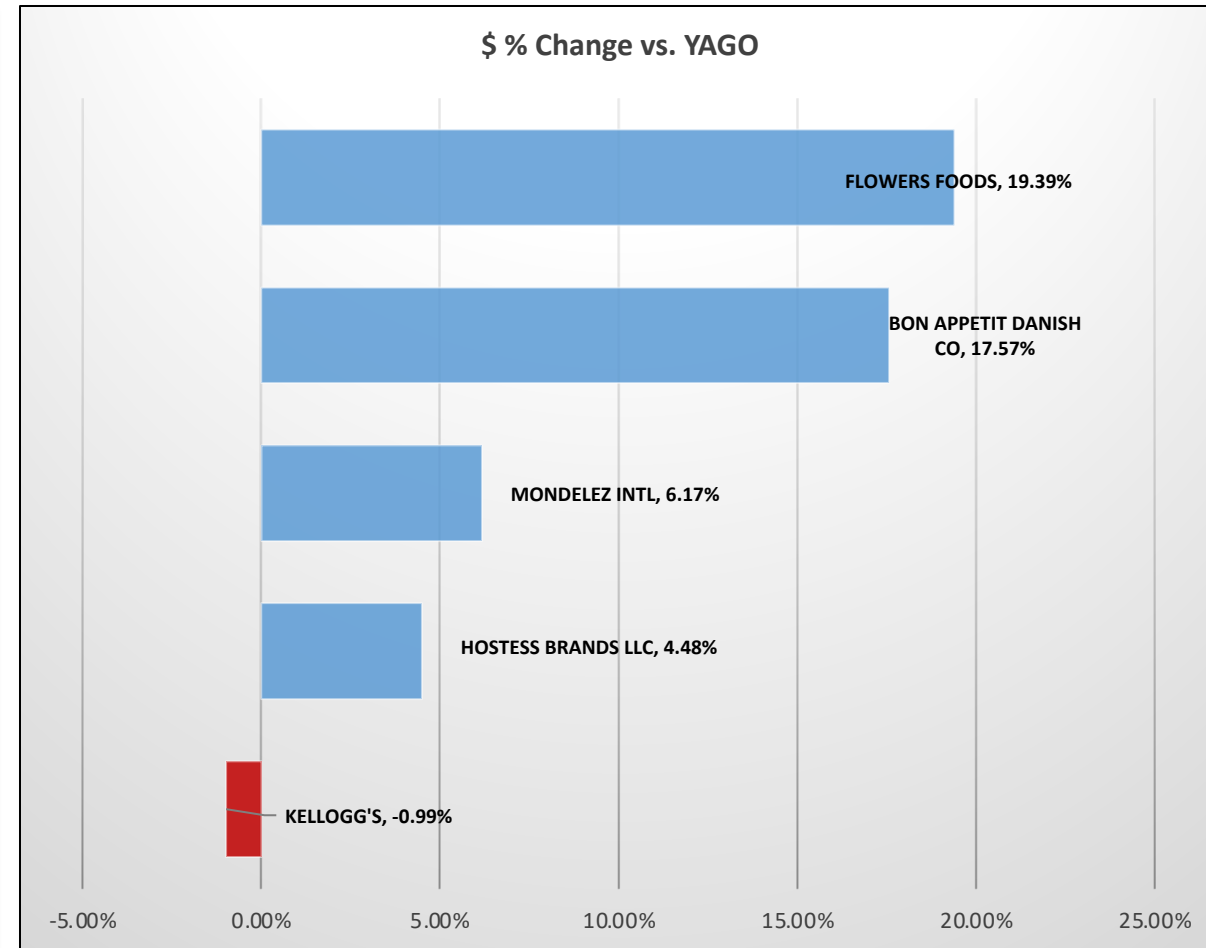
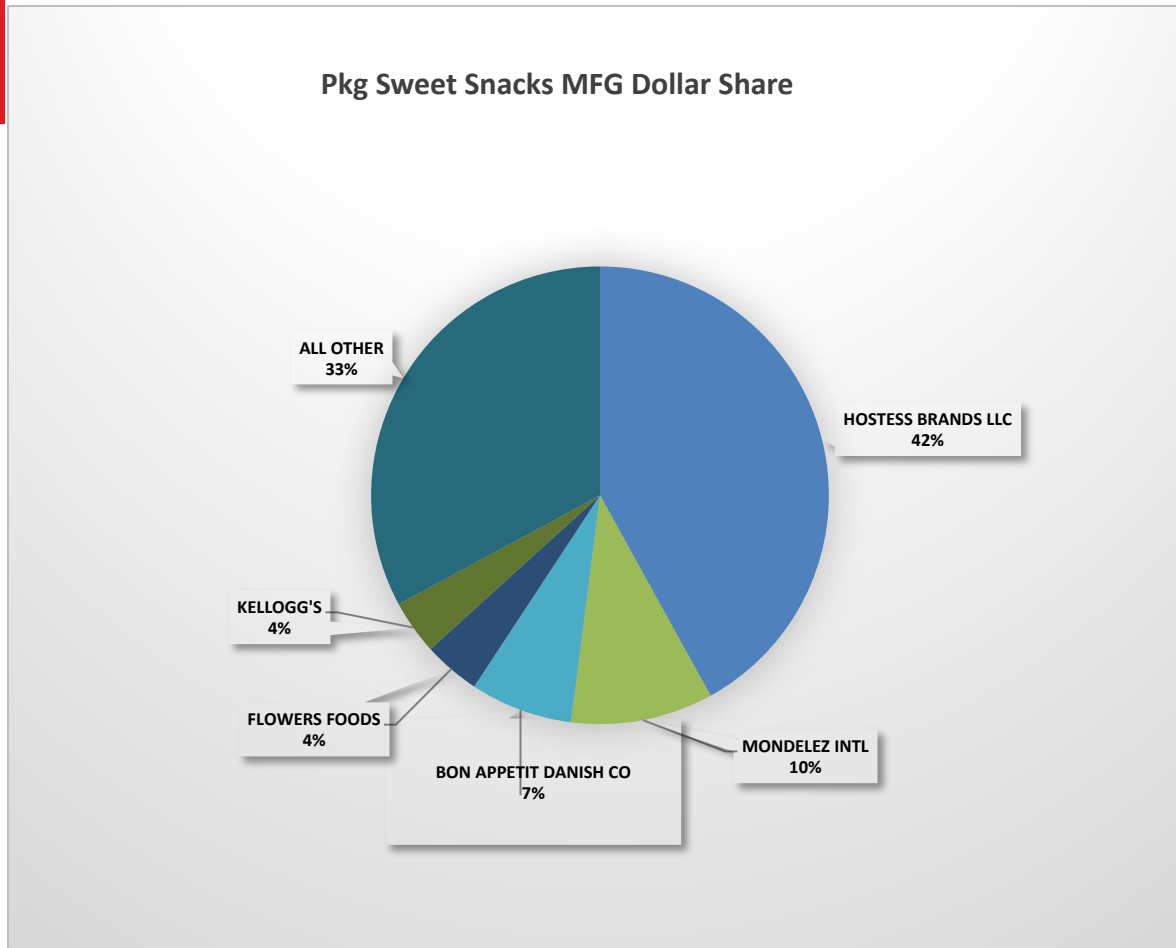
Packaged Sweet Snacks Category Performance

- Packaged Sweet Snacks retail dollars are projected at \$1.3B for 2020, up 5% vs. YAGO



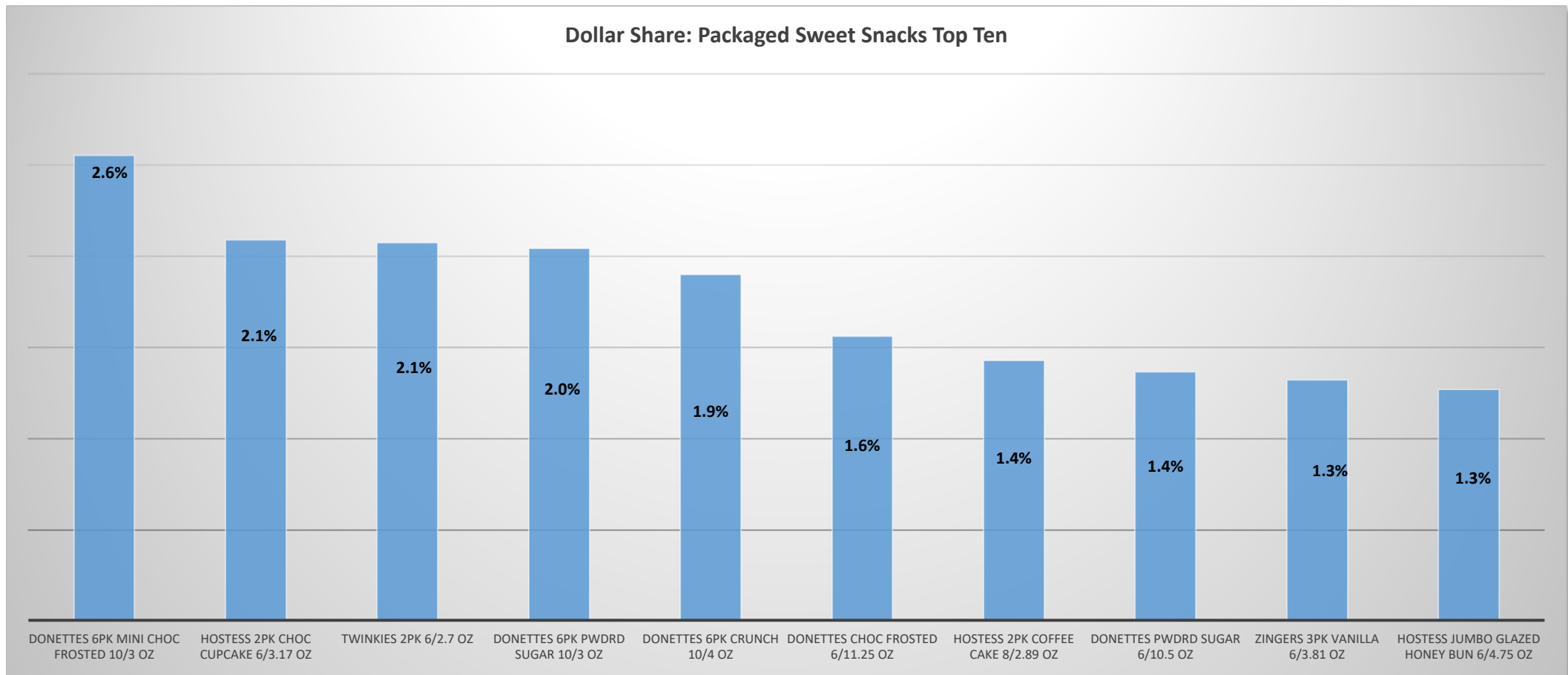
Packaged Sweet Snacks Manufacturer Performance

- Majority of Manufacturers are showing growth in 2020

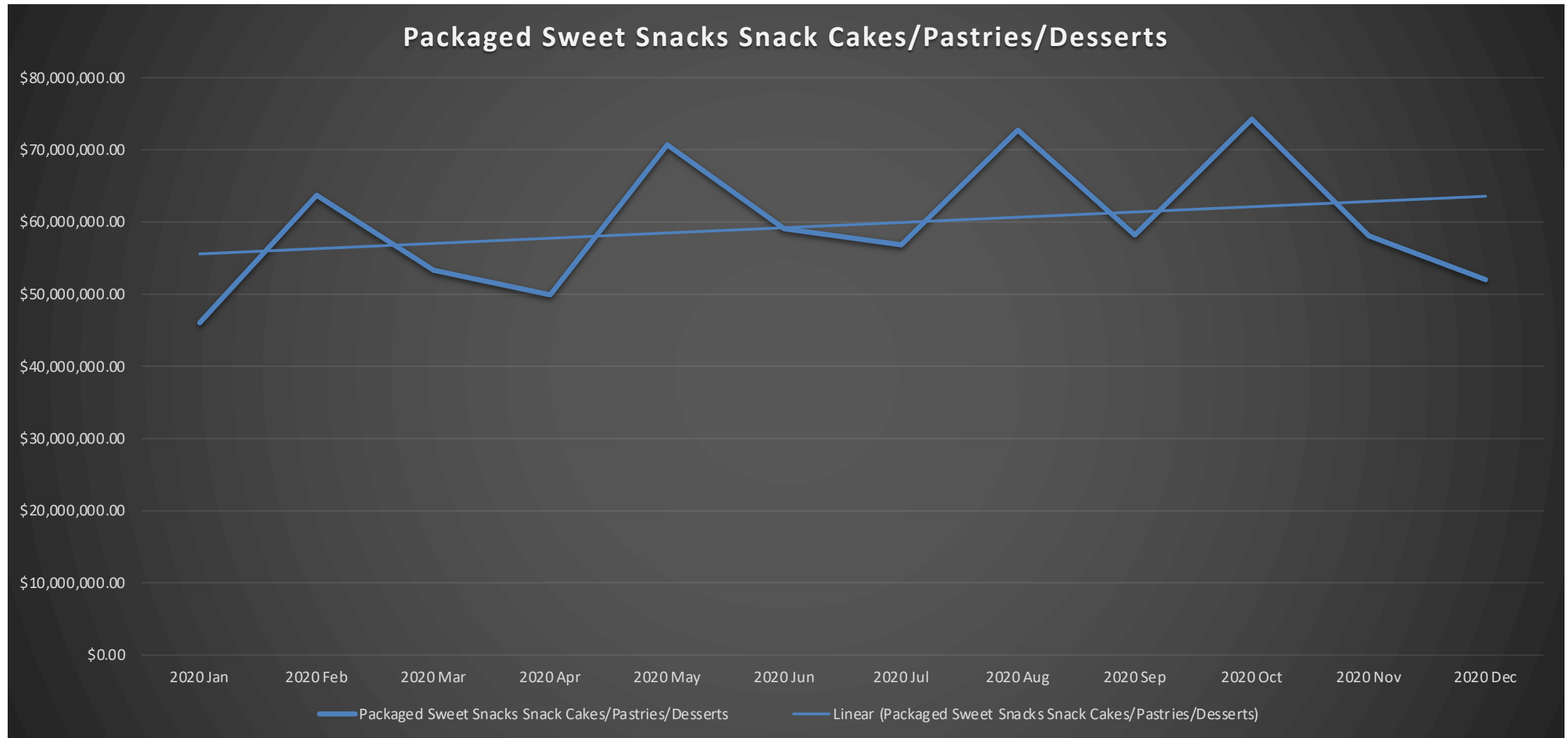


Packaged Sweet Snacks: Top 10 Item Ranking

- Top 10 items account for 18% of the total category dollars



Packaged Sweet Snacks: Trended



Overall Summary & Conclusions

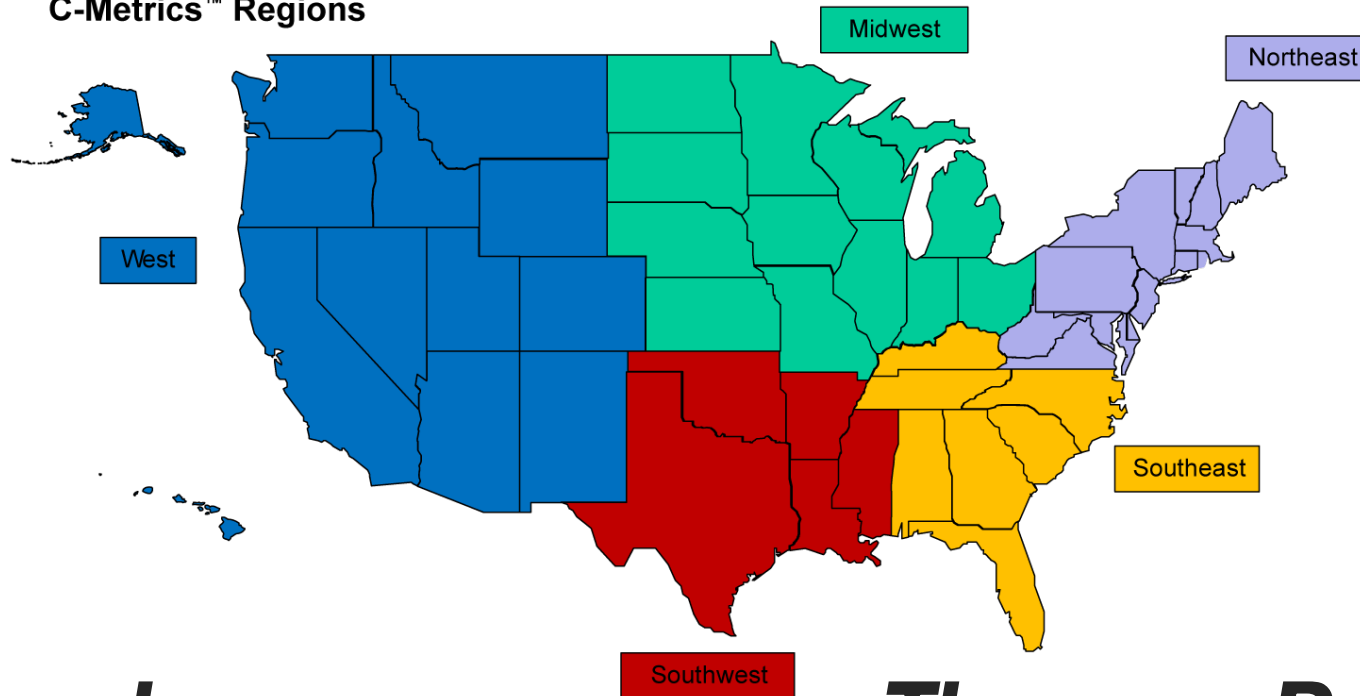
- Number of U.S. convenience stores decreased
- Impact of COVID-19 pandemic
- Cigarettes & OTP performing better than expected.
- Many categories performing well in 2020.
- Gum is still down, hopeful things return to normal very soon.
- New product introductions
- Convenience stores and distributors = ESSENTIAL!



Thank You



C-Metrics™ Regions



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