

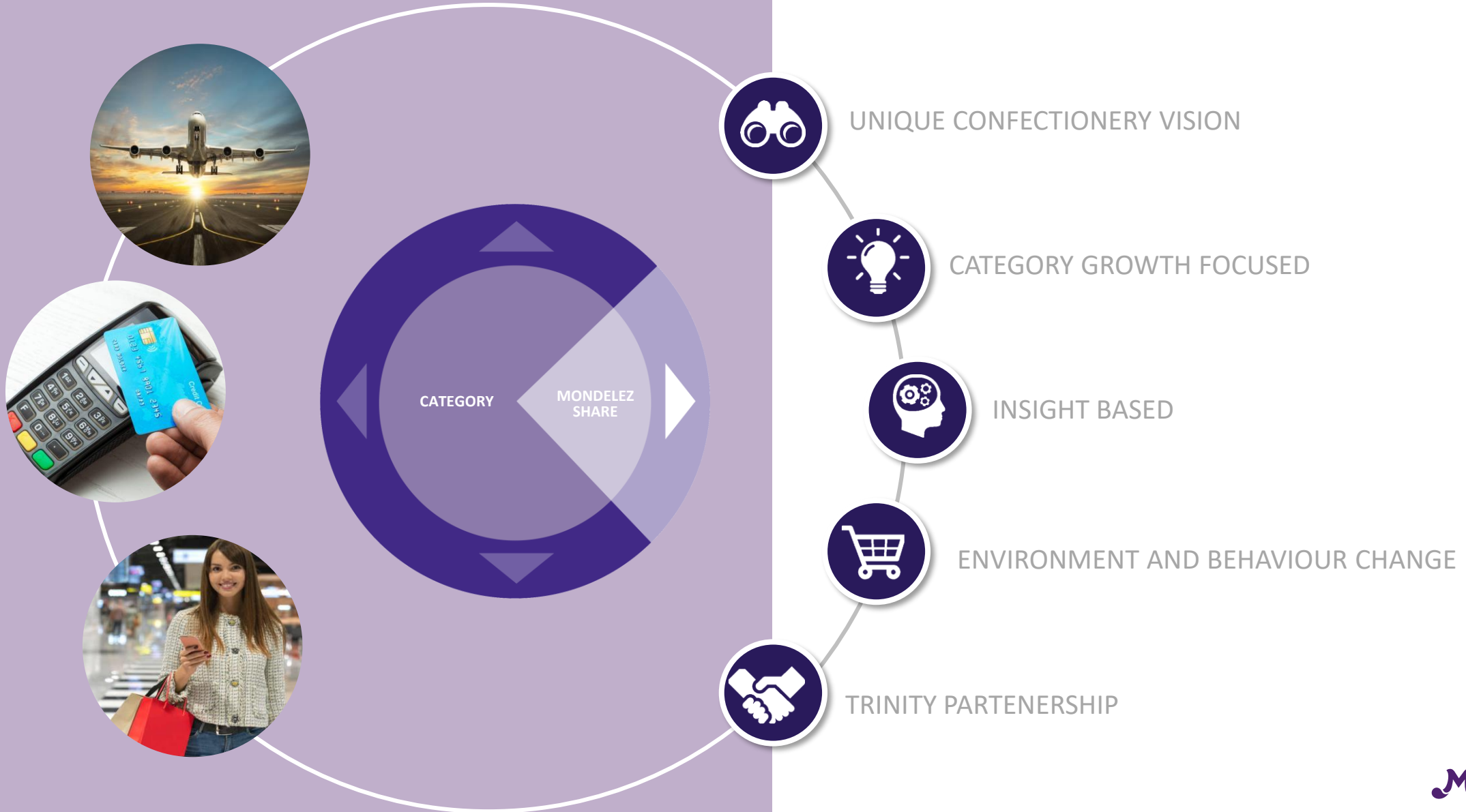


# THE CATEGORY OF THE FUTURE



# AN UNIQUE CATEGORY VISION

## LAUNCHED IN 2012





PENETRATION

+5 pp  
+200M

additional  
shoppers

CONVERSION

X2

confectionery  
basket size

vs. other categories

SPEND

+60%

category  
growth

A decade of confectionery growth



# NEW TRENDS AND SHOPPER EVOLUTION



# A BRIGHT FUTURE FOR CONFECTIONERY



It's everywhere

**86%**

OF PEOPLE AROUND THE  
WORLD CONSUME DAILY

+8PP VS. 2013



It's growing

**3.3**

AVERAGE NUMBER OF CONF  
PRODUCTS CONSUMED PER DAY

+0.2 VS. 2013



It's permissible

**88%**

BELEIVE A BALANCED DIET CAN  
INCLUDE A LITTLE INDULGENCE

+7PP VS. 2020



And here to stay

**+15%**

OCCASIONS PER DAY:  
**GEN Z & MILLENNIALS**  
VS. OTHERS COHORTS



# THE SHIFT TOWARDS EXPERIENCE AND RESPONSIBILITY

Personalized wellbeing



Experiences as identity



My values, my planet



# THE NEW CATEGORY VISION





# THE CATEGORY OF THE FUTURE: DRIVE PENETRATION AND ACCELERATE CONVERSION

## COMMITTMENT TO BOOST CONFECTIONERY GROWTH

Winning portfolio



More shoppers

elevating  
AWARENESS



More spend

Delivering unique  
EXPERIENCE



More often



# THE CATEGORY OF THE FUTURE: DRIVE PENETRATION AND ACCELERATE CONVERSION

## COMMITMENT TO BOOST CONFECTIONERY GROWTH



More shoppers

More spend

More often



ACCELERATED  
CONVERSION



# THE CATEGORY OF THE FUTURE: DRIVE PENETRATION AND ACCELERATE CONVERSION

## COMMITMENT TO BOOST CONFECTIONERY GROWTH



More shoppers

More spend

More often

# THE CATEGORY OF THE FUTURE: DRIVE PENETRATION AND ACCELERATE CONVERSION

## COMMITTMENT TO BOOST CONFECTIONERY GROWTH

**WINNING PORTFOLIO**  
COVERING GROWING AND  
TOP NEED STATES



**GIFTING AND  
DESTINATION**



**INNOVATION &  
NEW TRENDS**



**SUSTAINABILITY**

**ELEVATING  
AWARENESS**

THROUGH HIGHER PHYSICAL & MENTAL  
TOUCHPOINTS



**FUTHER CONNECT  
WITH SHOPPERS**



**DISRUPT AT THE  
POINT OF SALE**



**EXPAND  
CONFECTIONERY  
PRESENCE**

**DELIVERING UNIQUE  
EXPERIENCE**

WITH OUTSTANDING AND  
SIGNIFICANT CONCEPTS



**EXECUTIONAL  
EXCELLENCE**



**CREATE  
EXCEPTIONAL  
MEMORIES**



**CARE FOR  
PEOPLE & PLANET**

**MORE SHOPPERS**

**MORE SPEND**

**MORE OFTEN**



**TRAVELER AND SHOPPER  
NEEDS FOCUS**

**INNOVATIVE AND  
COLLABORATIVE SPIRIT**



**FINANCIALLY  
SUSTAINABLE GROWTH**

**Mondelēz**  
International  
SNACKING MADE RIGHT



THANK  
YOU



**Mondelez**  
International  
SNACKING MADE RIGHT