

# Mars Wrigley ITR to share sustainable growth plans at TFWA WE



Marcus Hudson, Sales Director, Mars Wrigley International Travel Retail

[Mars Wrigley](#) International Travel Retail (MWITR) will outline its updated category vision and strategy at next month's TFWA World Exhibition (Bay Village 9). Furthermore, the company will share news about its leading brand M&M'S® and its progress toward reaching its ambition to achieve a 100% traceable and responsible cocoa supply chain.

"We're excited to meet our customers at TFWA World Exhibition in Cannes to discuss our ambitious, engaging, and sustainable growth plans for 2023 and beyond with them. The role of the confectionery category within travel retail has never been more important due to the margin role it is playing in accelerating growth," says Marcus Hudson, Sales Director, MWITR.

Within travel retail 8% of the total revenue comes from confectionery & fine foods, confectionery represents 75% of this subcategory. MWITR sees the confectionery category recovering faster than expected, much faster than the recovery of PAX numbers. In domestic markets worldwide the category is growing 7% this year and within travel retail the average spend per passenger is up 28% vs. 2019.

"The momentum is here, and to be able to grow together we know the category needs to grow first. Therefore, in 2023 and onward we will have a clear focus on our category vision, and we are excited to share more on this in Cannes," he says.

In addition to highlighting its category vision and strategy, the company will provide an update on its sustainability efforts. MWITR is strongly committed to help create a safe, healthy, and sustainable world for its partners and the communities in which it is operating.

“As a global business we have the responsibility and the opportunity to transform the way we work to ensure every part of our operations and extended supply chains help people and the planet thrive. Crucial for the success of our overall sustainability strategy is making the cocoa supply chain more sustainable, and I look forward to sharing more on our progress during next month’s TFWA WE,” adds Hudson.