

# Mars Wrigley moves to ‘moment’ strategy for growth



Marcus Hudson, Global Sales Director, Mars Wrigley International Travel Retail

Mars Wrigley ITR (MWITR) has outlined its updated strategy focusing on moments, in order to spark confectionery category growth.

MWITR’s research shows that the consumption of treats and snacks happens at specific moments.

Speaking at a press conference during the 2022 TFWA World Exhibition in Cannes, Marcus Hudson, Global Sales Director, Mars Wrigley ITR, explained: “We know that if we want to grow together, we need to grow the category first and therefore we want to do things differently moving forward. By shifting to a moment-led approach and by driving category growth together, we create a win-win for both retailers and suppliers. It is our ambition to be the number one contributor to driving this growth by creating better moments for travelers around the world.”

“Before thinking about specific brands, shoppers think first about these moments when at the shelf, making them the key to unlocking conversion and to further growing the category,” he continued, referring to Mars global research (source: Streetbees 2021).

The strategy comprises three pillars: a product portfolio relevant for all moments, elevating traveler moments with fun, and growing sustainably.

In travel retail, the company reveals that the most dominant moments are gifting and enjoying travel time together. Less important moments are “refresh and energize on the go” and “unwind and indulge”.

In Cannes, MWITR presented its product portfolio, including pouches of its best-selling brands M&M’s, Maltesers, Mars and Bounty.

For gifting, MWITR showcased Maltesers Truffles, which are described as “a modern twist on a global favorite that is fun but premium enough to gift and impress”.

Dubbed “the number one new product development to launch into the UK within the category”, the new Maltesers flavor is said to be a proven concept which will attract younger shoppers to the category who are looking for a gift.

MWITR plans to inject fun into the confectionery category, combining the company’s strong heritage with new experiences.

Meanwhile, leading brand M&M’s aims to “create a world where everyone feels they belong”.

“In 2023, the company will come with a new activation approach to create even better experiences for the traveler,” revealed Hudson.



Maltesers Truffles are described by MWITR as fun but premium enough to gift and impress

## **Sustainable growth**

In addition, the company announced that from 2023, 100% of the cocoa purchased for its direct factory operations in Europe will be responsibly sourced.

“We are committed to creating a sustainable cocoa supply chain where human rights are respected, the environment is protected, and everyone has the opportunity to thrive. I am extremely proud we can share this important milestone today, which is also extremely relevant for travel retail as almost 90% of our portfolio is produced in our European factories,” Hudson told journalists.

This transition to 100% responsibly sourced cocoa is a key part of Mars Wrigley’s Cocoa for Generations Strategy, established in 2018.

It focuses on the issues that need to be addressed for cocoa farming families to thrive, taking action to help protect children, preserve forests and boost farmer income.

Mars Wrigley’s goal is for 100% of the cocoa used globally to be sourced under its Responsible Cocoa program by 2025.