



Quaker Oats Credit Union

America's Top 5 Most Popular Halloween Candy

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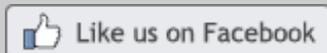
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Halloween is right around the corner. Let the sugar-filled fun begin!

A look at the most popular Halloween candy puts chocolate at the top. Chocolate is big business, and Halloween is its biggest holiday.

Most top-selling chocolate brands have been long-time consumer favorites. The nation's oldest top-seller, Hershey's brand chocolate, has been available since 1900. Only two of the brands are relatively new - introduced to the U.S. after 1950. Hershey's Cookies 'N' Creme, the most-recent top-selling chocolate, debuted in 1994.

Below is a list of America's top 5 most popular Halloween candy.

1. Reese's Peanut Butter Cups

- Sales: \$509.85 million
- Introduced: 1928
- Company: Hershey

Halloween marks a major sales opportunity for Reese's. The brand leads in sales of snack-sized packages, which are often given out to trick-or-treaters.

2. M&M's

- Sales: \$500.82 million
- Introduced: 1941
- Company: Mars

Sales of M&M's only trail sales of top chocolate brand Reese's by a small amount. Although it is the second highest selling regular size candy, it ranks only eighth among brands in snack-sized sales.



Here is how candy favorites stacked up in 2015

3. Snickers

- Sales: \$456.91 million
- Introduced: 1930
- Company: Mars

Snickers has been around since 1930, and in recent years has made a major advertising push with its celebrity-filled, "You're not you when you're hungry," campaign.

4. Hershey's

- Sales: \$324.63 million
- Introduced: 1900
- Company: Hershey

Hershey has been making many of its most famous brands for decades, and it's made Hershey's branded milk chocolate bars since 1900. Although most of the company's brands have been around for quite a while, Hershey is planning to introduce its first new U.S. brand in decades in 2014. Sales of the company's long-standing brands have risen recently, mostly because of advertising pushes.

5. Kit Kat

- Sales: \$306.51 million
- Introduced: 1935
- Company: Hershey

The Kit Kat brand, owned by Nestle, is popular worldwide. The Hershey Company, however, licenses and manufactures the chocolate in the United States.

Source: www.usatoday.com