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HALLOWEEN CONFECTIONARY SALES SPIKE SURE TO TERRIFY DENTISTS EVERYWHERE

Welwyn Garden City, 03 November 2022: New data from PayPoint's UK network* of 28,000 convenience stores has revealed that Brits drove a spike in confectionary sales over Halloween weekend (29-30 October) that would horrify dentists everywhere.

Compared to the previous four weekends, the below products were some of the most popular among consumers looking to stock up for trick or treaters, or just enjoy themselves:

1. Cadbury Chopped Nut Black (+116%)
2. Swizzles Chew Bag (+74%)
3. Haribo Tangfastics (+66%)
4. Daim Bars (+48%)
5. Skittles (+42%)
6. Cadbury Dairy Milk Caramel (+40%)
7. Haribo Maoam Stripes (+37%)
8. Munchies Bag (+36%)
9. Maltesers Bag (+31%)
10. Cadbury Dairy Milk Oreo Bar (31%)

Anthony Sappor, Head of Retail Propositions & Partnerships, PayPoint said: “While dentists might recoil in horror, I for one am delighted that this Halloween was as successful as ever for our retailers. It is a tough year for many people in the UK and I’ve no doubt that the opportunity to get together and have some fun over Halloween was a welcome one. We will continue to do everything we can to add value and drive footfall for our 28,000 retailer partners, who form the backbone of local community retail services across the UK.”