

22 Mar 2023

Sales of chocolates boom ahead of Mother's Day

Welwyn Garden City, 22 March 2023: Data from PayPoint's network of 28,000 retail partners reveals that sales of chocolates saw a massive spike ahead of Mother's Day, including Ferrero Rocher which saw sales increase by 42%.

The data, which captured sales from the 8 days prior to Mother's Day against the same date range last year, also shows a soar in sales of Maltesers (41%), Galaxy Caramel (39%) and Aero Milk Chocolate (38%).

Some of the best-selling chocolate products this Mother's Day included:

1. Ferrero Rocher (+42%)
2. Maltesers (+41%)
3. Galaxy Caramel Twin (+39%)
4. Aero Milk Chocolate (+38%)
5. ES Milk Chocolate (+31%)
6. Cadbury Flake (+29%)
7. Nutella & Go (+25%)
8. Fox's Melts Viennese Chocolate Sandwich (24%)
9. Fry's Turkish Delight (+23%) 10. Tunnock's Caramel Wafers (+23%)

Steve O'Neill, Corporate Affairs and Marketing Director at PayPoint, said: "Whether it's last-minute purchases or trying to keep the in-laws happy, chocolates are always a crowd pleaser and this Mother's Day was no different. Despite challenging economic circumstances, it's great to see PayPoint's retail partners continue to cater to the needs of local shoppers during key calendar moments."