



THE CANDY INDULGENCE EXPERIMENT

Unwrapping what *really* motivates candy buyers



THE CHALLENGE

Candy may be sweet, but selling it isn't always.

It's a category that's:

- Inexpensive and highly commoditized
- Packed with deeply entrenched favorites
- Impulse-driven and promotion-heavy
- Crowded with competition

So, how can brands break through and capture real attention?

From sugar-coated surveys to real-world insights

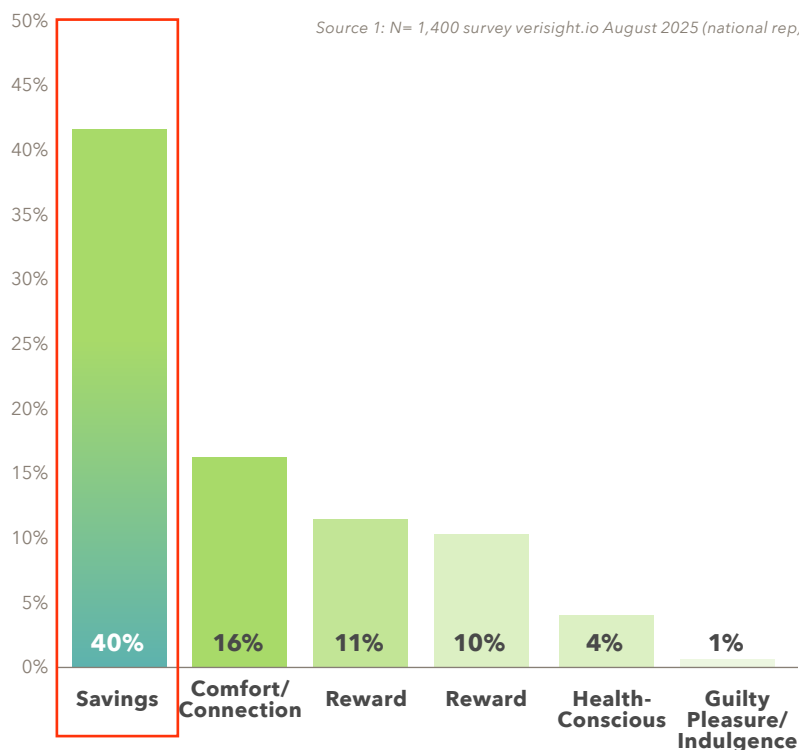
We asked via traditional survey what motivated people to purchase candy, and **they claimed¹:**

- Value and promotions influenced their purchasing the most.
- Emotional drivers like nostalgia and indulgence were less important.

However, if there's one thing Orchard knows, it's that what people say and what people do aren't always the sweetest match-up.

Based on a prior survey, consumers reported that promotions were the strongest motivator to buy candy.

Which of the following would you be most likely to say to convince a friend to get a candy bar at a CVS/drugstore?



THE EXPERIMENT

What really drives candy cravings?

To dig deeper into real purchasing behavior, we ran a test in the wild.

Targeting U.S. Gen Pop (18-64), we built two ad sets, each designed to mirror six distinct motivators and sent consumers to a playful, candy-themed personality quiz. To capture real-world results, we launched on Instagram Reels to slip seamlessly into audience social feeds.

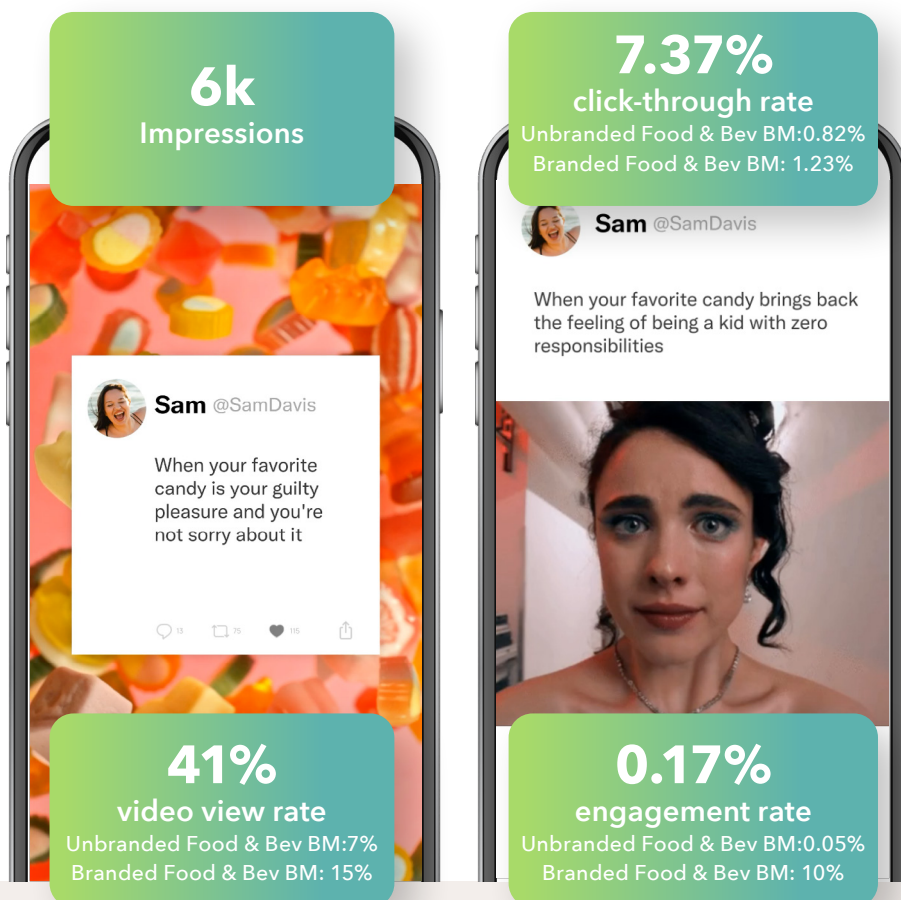
FROM SAY TO DO

What consumers really crave

Here's what we found when the wrappers came off:

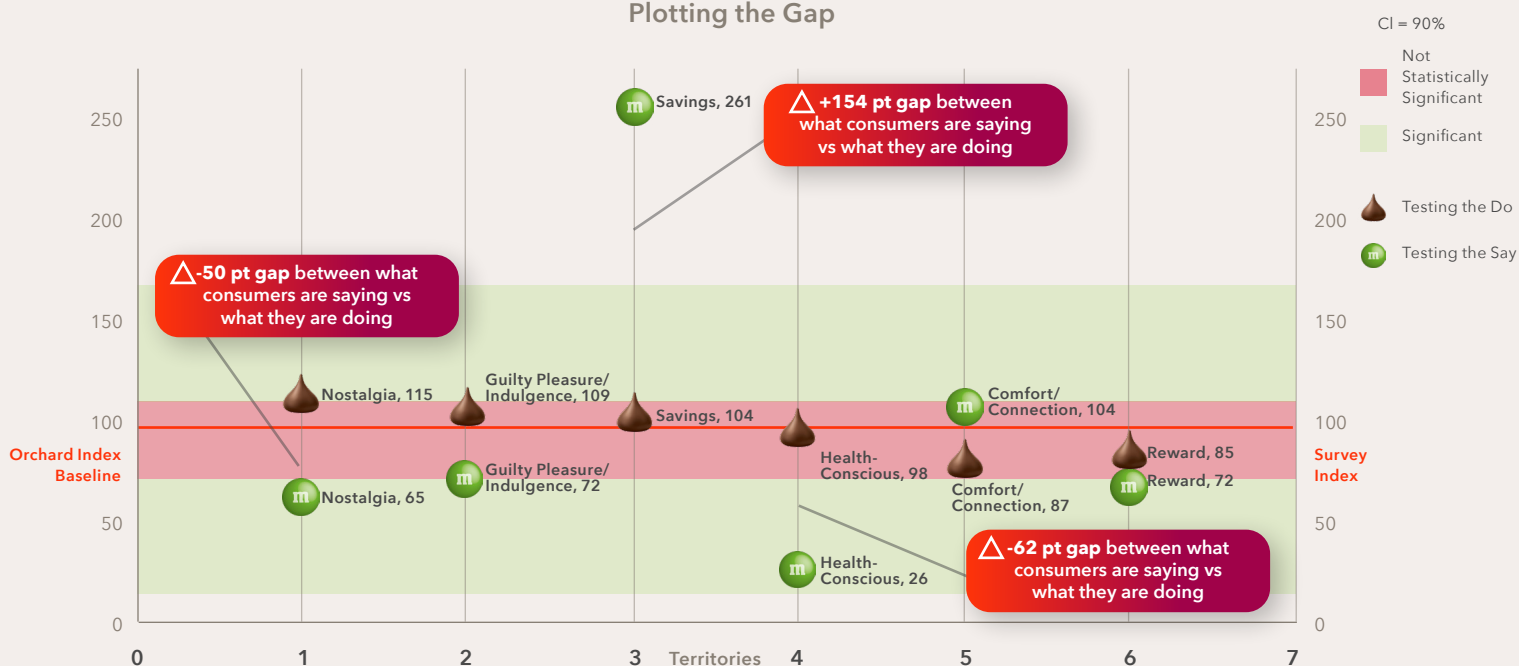
- **40% of consumers** say price is their top concern...
- But when tested, **Nostalgia** drove the strongest action.
- **Savings** hooked attention, but **emotion** sealed the deal.
- Across generations, **hearts beat wallets** when it comes to candy.

Even in a cost-conscious market, **people still seek carefree, joyful moments** - little indulgences that remind them of simpler times.



Nostalgia, Savings, and Health-Conscious have significantly different behaviors.

Plotting the Gap



THE BOTTOM LINE

Don't just sell sweetness: evoke it.

In a world where candy choices are endless, emotional storytelling is the golden ticket.

Ready to test what *really* motivates your consumers? Contact sales@orchard-insights.com