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CONSUMER & BRAND

Brand KPIs for chocolate & candy bars: 3 Musketeers in the United States

Consumer Insights report

Consumer Insights
by **statista** 

October 2024



Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, consumption, loyalty, and media buzz.

This report is based on 3 Musketeers' performance in the chocolate & candy bar market.

If you would like to find out more about the Consumer Insights at [Consumer Insights Global](#) or the Brand Profiler, please click the link below.

Methodology

Design: Online Survey

Duration: approx. 15 minutes

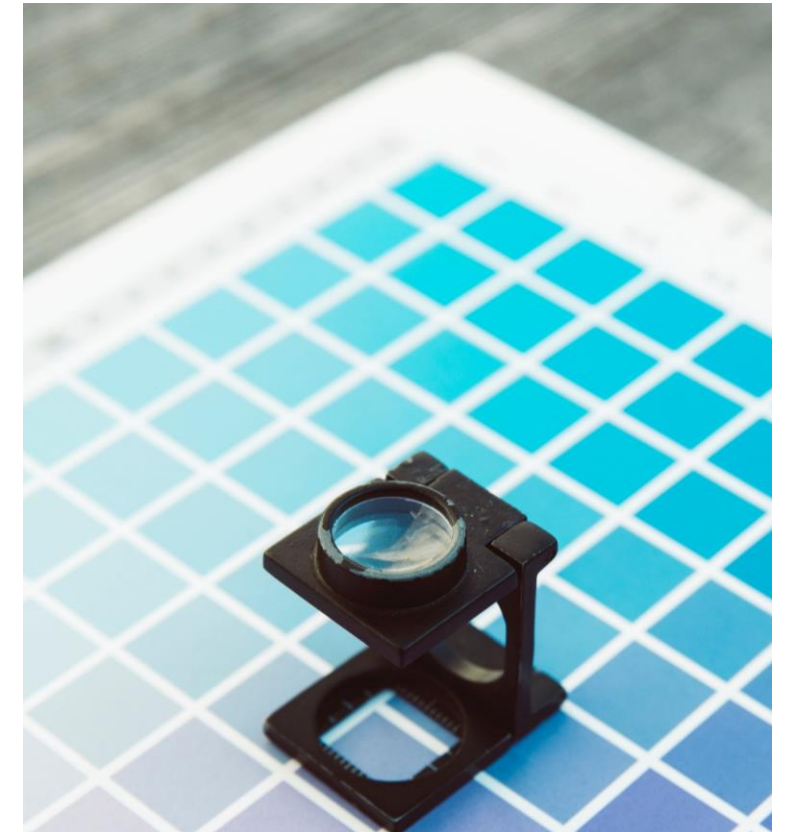
Language: official language(s) of each country with American English offered as an alternative

Regions: Brazil, Germany, India, Mexico, U.S. and UK

Number of respondents: approx. 5000

Sample: Internet users, aged 18 - 64, quotas set on gender and age

Fieldwork: April-May 2024



85% of 3 Musketeers consumers display loyalty towards the brand

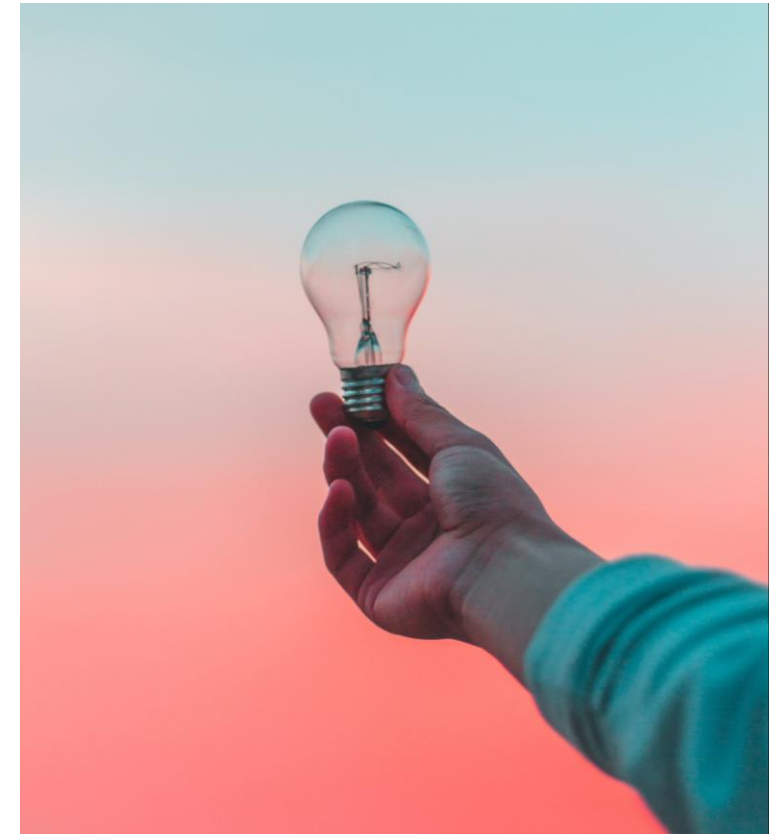
Introduction: key insights

Who does the brand appeal to?

- 3 Musketeers' branding resonates more with Gen X
- 3 Musketeers generally appeals to women and men equally
- Among 3 Musketeers enthusiasts, 31% fall under the high-income category
- Consumers want their chocolate & candy bar brands to have authenticity, high value, and honesty / trustworthiness

How does the brand perform in the market?

- 3 Musketeers ranks eighth in awareness within the chocolate & candy bar market
- The popularity rating of 3 Musketeers is 43%
- 3 Musketeers ranks ninth in consumption
- In terms of loyalty, 3 Musketeers is eighth in the United States
- 3 Musketeers has a score of 17% for media buzz



CHAPTER 01

Brand profile

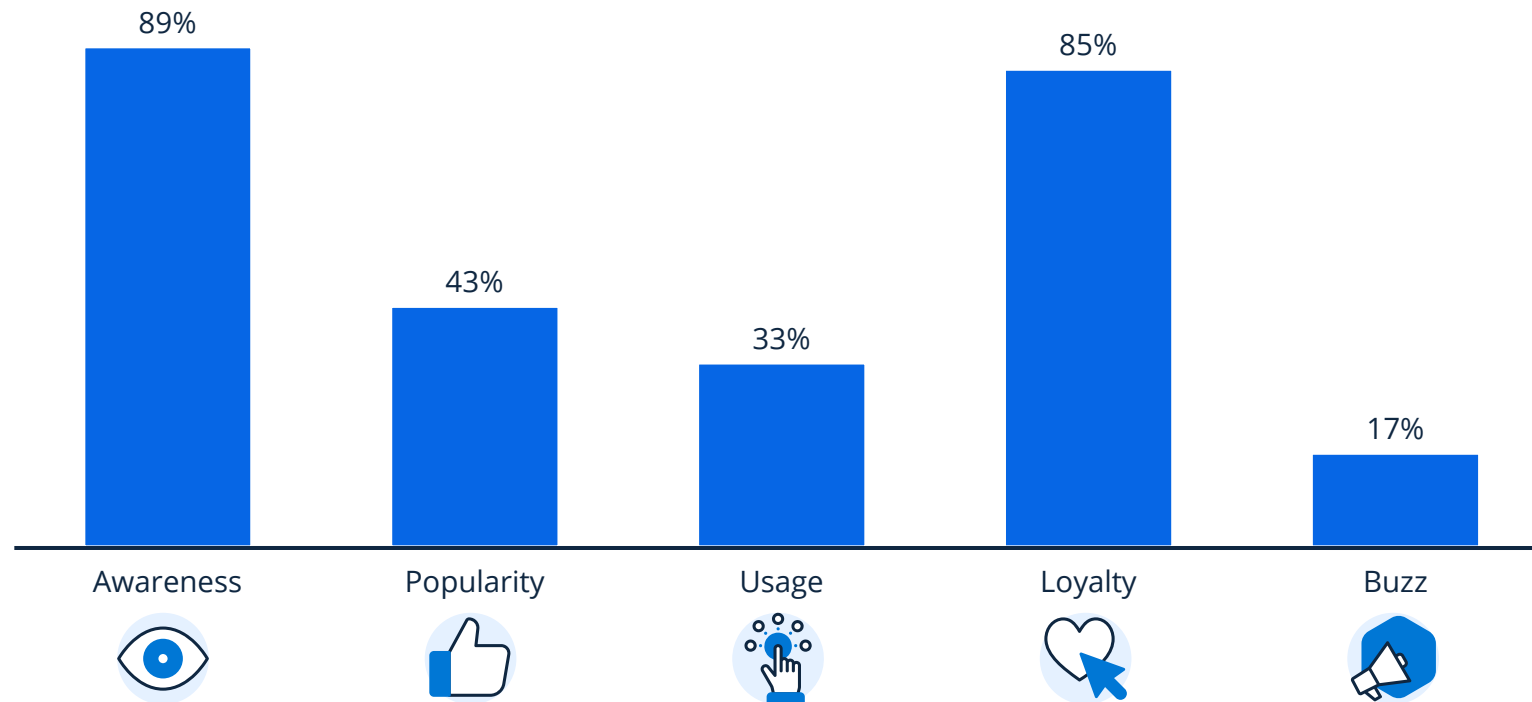
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Awareness is the highest scoring KPI for 3 Musketeers at 89%

Brand profile: snapshot

Brand performance of 3 Musketeers in the United States



5 **Notes:** Chocolate & candy bars 'awareness', 'popularity', 'consumption', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,249, all respondents (awareness), n=1,111, respondents who know the individual brand (popularity), n=1,111, respondents who know the individual brand (consumption), n=364, respondents who have consumed the individual brand (loyalty), n=1,111, respondents who know the individual brand (buzz)

Sources: [Consumer Insights Global](#), as of October 2024

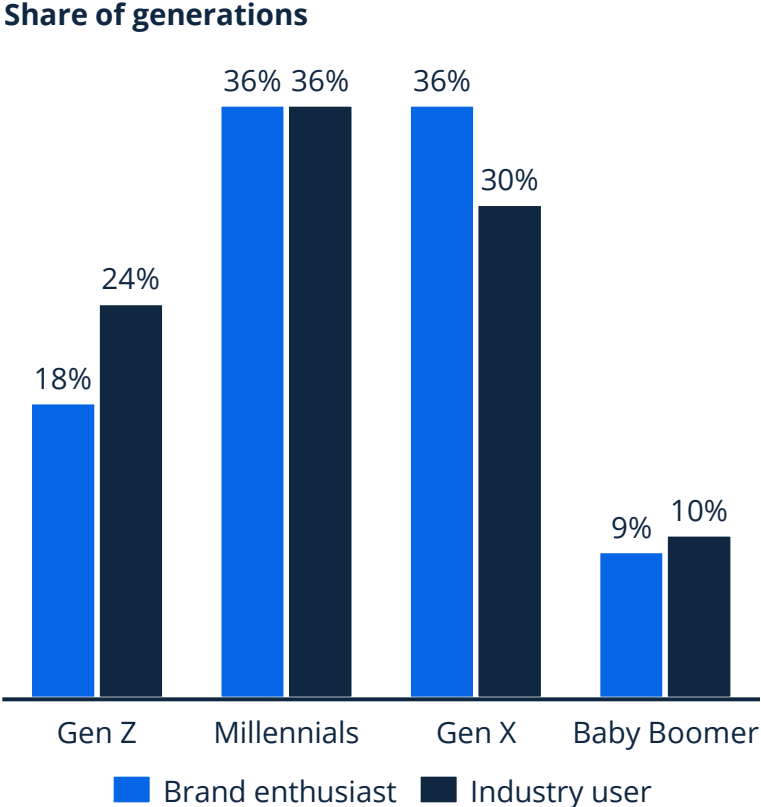
3 Musketeers' branding resonates more with Gen X

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like 3 Musketeers by generation versus the share of industry users in general, we can see that 3 Musketeers is liked by 9% of Baby boomers and 36% of Gen Xers, whereas the total share of industry users is 10% and 30%, respectively.

For Millennials and Gen Z, 36% and 18% feel positively towards 3 Musketeers, versus 36% and 24%. So currently, for 3 Musketeers, Gen X connects most with their brand compared to the overall industry user.



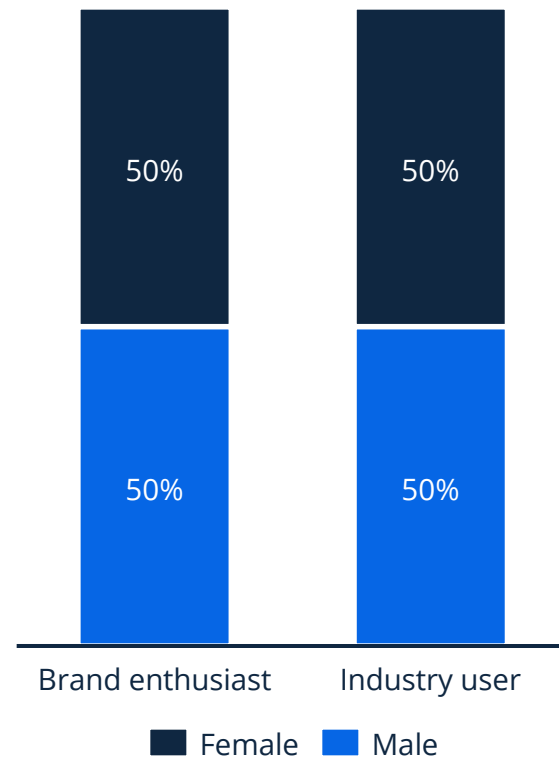
6 Notes: "How old are you?"; Single Pick; "When it comes to chocolate & candy bars, which of the following brands do you like?"; Multi Pick; Base: n=476, 3 Musketeers enthusiast, n=1,177, chocolate & candy bar consumers

Sources: [Consumer Insights Global](#), as of October 2024

3 Musketeers generally appeals to women and men equally

Brand profile: consumer demographics (2/3)

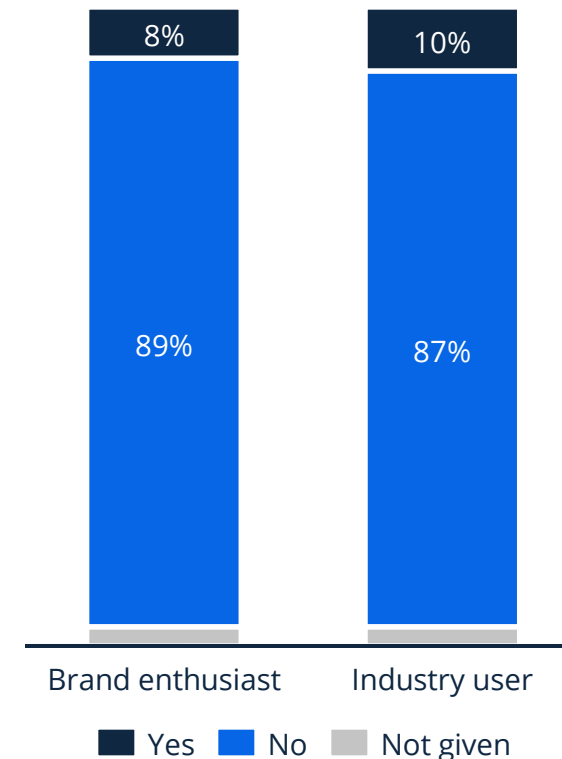
Gender



The Gender split between brand enthusiasts of 3 Musketeers shows that women are equally likely to have an affinity with the brand compared to men.

50% of women like 3 Musketeers compared to 50% of men, whereas for the overall industry, 50% of women consume chocolate & candy bars compared to 50% of men.

LGBTQIA+ status



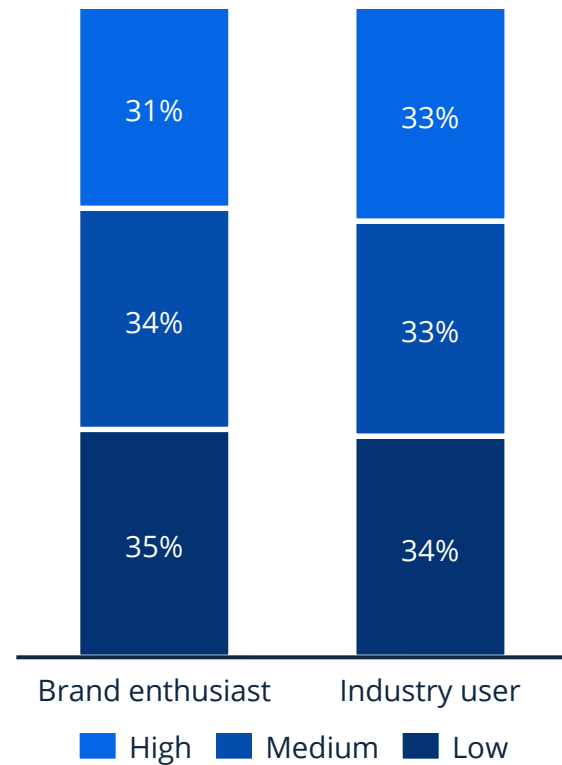
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, 3 Musketeers has a lower proportion of LGBTQIA+ consumers when compared to the industry users in general.

8% of 3 Musketeers enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 10% among industry users overall.

Among 3 Musketeers enthusiasts, 31% fall under the high-income category

Brand profile: consumer demographics (3/3)

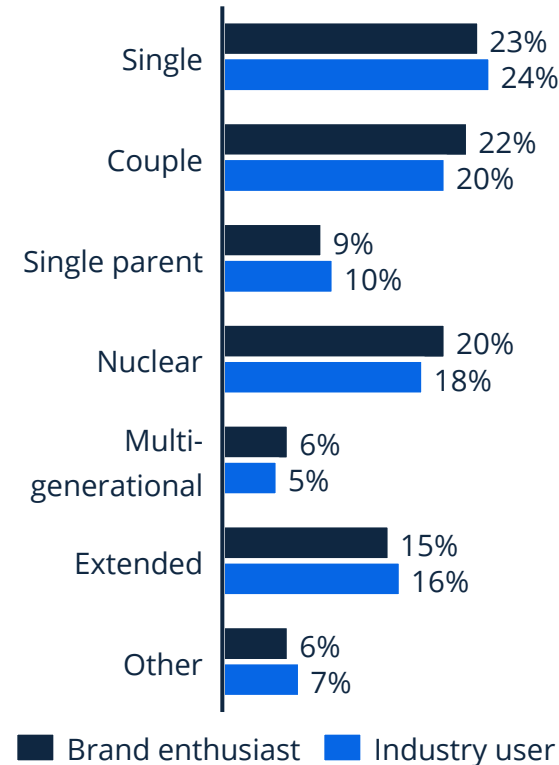
Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and consumers within the industry.

31% of 3 Musketeers enthusiasts are from high-income households.

Household type



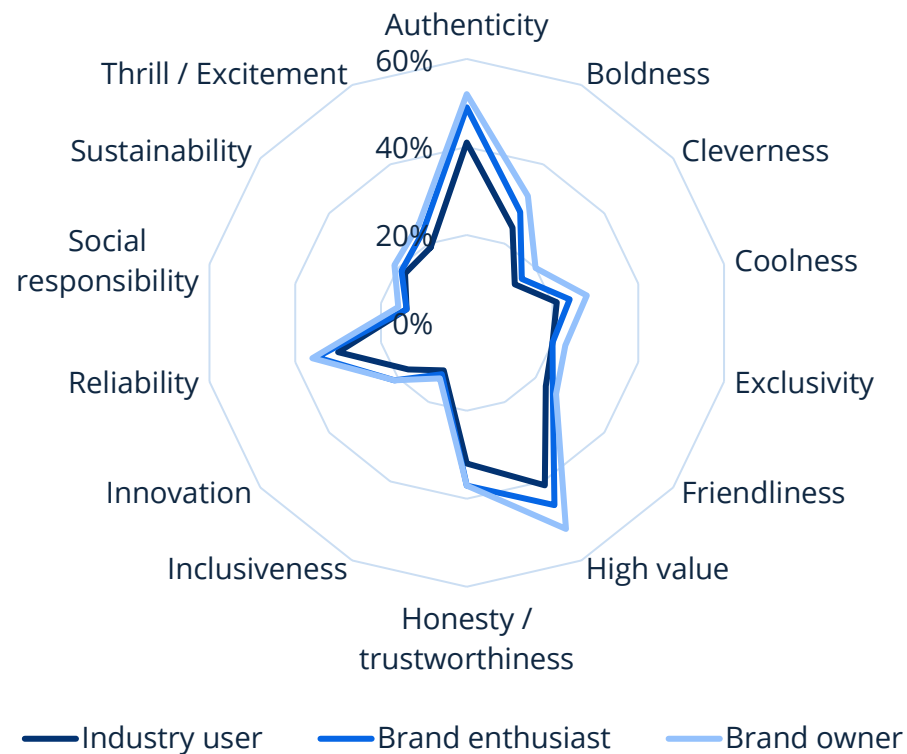
The chart shows the household type, taking into account factors such as household size, family structure, and the number of children.

3 Musketeers' brand is generally enjoyed more by consumers who are part of a nuclear household, 20% of 3 Musketeers enthusiasts have this current living situation.

Consumers want their chocolate & candy bar brands to have authenticity, high value, and honesty / trustworthiness

Brand profile: qualities

Qualities consumers want from chocolate & candy bar brands

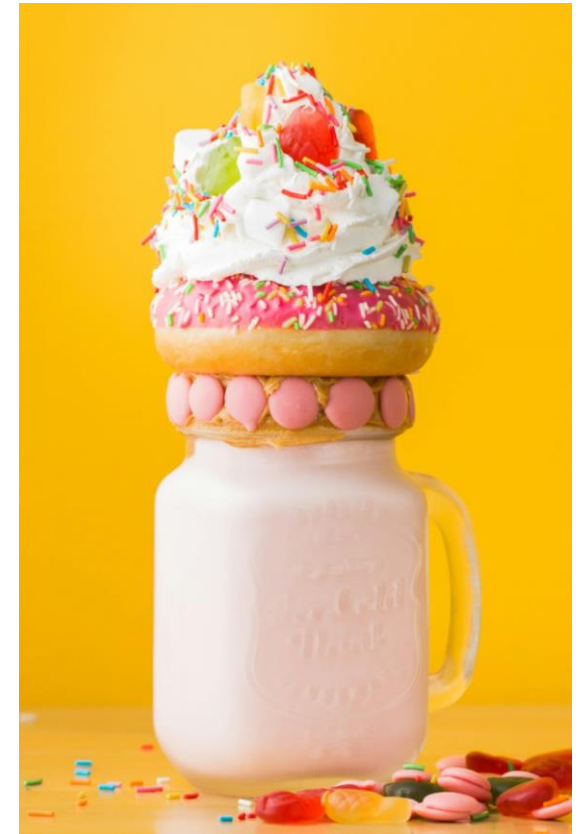


For chocolate & candy bars, the top three qualities consumers want from a brand are authenticity, high value, and honesty / trustworthiness.

3 Musketeers consumers also appreciate these key attributes, indicating 3 Musketeers exudes these qualities.

The qualities that 3 Musketeers enthusiasts are least focused on are inclusiveness and social responsibility.

3 Musketeers should work on promoting honesty / trustworthiness to convert enthusiasts into owners.



9 **Notes:** "When it comes to chocolate & candy bars, which of these aspects are most important to you?"; Multi Pick; "When it comes to chocolate & candy bars, which of the following brands do you like?"; Multi Pick; "When it comes to chocolate & candy bars, which of the following brands have you consumed in the past 12 months?"; Multi Pick; Base: n=364, 3 Musketeers consumers', n=476, 3 Musketeers enthusiast, n=1,177, chocolate & candy bar consumers

Sources: [Consumer Insights Global](#), as of October 2024

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