



EASTER

Candy

BY THE NUMBERS



\$5 Billion

Amount of US Dollars spent on Easter Candy in 2024.



51%

Percentage of Americans who chose Reese's Chocolate and Peanut Butter Eggs as their favorite Easter treat. (2023)



91 million

Number of Americans who chose chocolate bunnies* as their favorite Easter treat (2023), making it the runner-up.

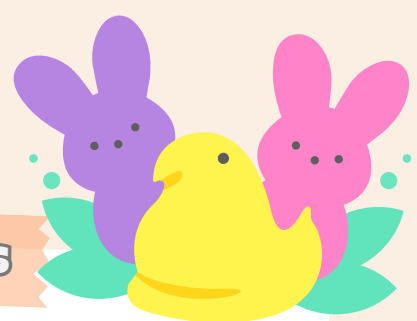
*Hop-fully they mean the solid ones. The hollow ones are a huge disappointment. And make sure to eat the ears first!



27 hours

The amount of time it took to make 1 (ONE) Peep in 1953. Today it takes 6 minutes.

2 billion Peeps are now made each year, with 70% of them consumed at Easter.



Sources: Numerator.com, Statista, Just Born Foods, Bluegrace Logistics, National Confectioners Association

