



**PRESS Release**

Fürth, January 2024

## The winner is... Trolli: still on course for growth

*With a consistent brand policy and creative innovations, Trolli is yet again able to gain significant market share, increase brand awareness, push its original top sellers and win awards.*

The consistent brand policy conveys the company's DNA with a high fun factor and is a key element of the success. Absolute quality standards, attention to detail, high-quality ingredients and guaranteed delicious taste experiences also play a role, as does a high level of acceptance among young target groups. As the brand for all needs—from everyday snacking and seasonal occasions to the Multi-Mix bags made for sharing—Trolli has 81.1% supported brand awareness among 16- to 29-year-olds, and even 86.2% among 30- to 39-year-olds.<sup>1</sup>

Trolli will also be presenting exciting new products at ISM in Cologne in 2024. These include the new *Trolli Sour Strawbies*, which will make the hearts of all flexitarians, vegetarians and vegans beat with excitement! Fruity and sour with the popular strawberry flavor. There will be two limited, seasonal highlights for the summer, and the big *Trolli Squiggles* offensive will start right at the beginning of the year. Supported by a wide-reaching campaign in out-of-home and all relevant digital channels, the campaign is now really squiggly, with a new design, ultra-delicious taste in six fruity flavors and the funny, unconventional caterpillar shape.

With the slogan "Let the fun win," Trolli is sustainably strengthening its brand and underlining its focus on fun, creativity and innovation: values that Trolli has lived by for over 75 years. With a seven-figure advertising budget, Trolli is investing in the brand in 2024 and ensuring that all relevant target groups are reached across all media.

After a successful 2022, Trolli was once again able to create some highlights in 2023. One of these was the launch of the *Trolli Rote Früchte Mini-Ringe*. The snacky minis from Fürth won three awards: Sweetie Winner 2023, Convenience Best 2023 and LP. Product of the Year 2023. The taste of fruit and yogurt is a real hit: retailers and Trolli fans also fell deeply in love with the red mini versions of the original *Trolli Apfelinge*. As a result, the Mini-Rings reached the top five best new products list in their first year of sales.<sup>2</sup>

In addition to the *Trolli Apfelinge* with an 85% increase in sales,<sup>3</sup> two other popular Trolli originals performed at a high level. *Trolli Saure Glühwürmchen*, whose *Saure Glühwürmchen* in Blue-Red Fan

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<sup>1</sup> Appinio GmbH © 2023; Trolli Brand Tracking 2022

<sup>2</sup> ©2023 Circana, Inc. And Circana Group, L.P.; LEH total >=200m<sup>2</sup> + DM; FG/SCH/LAK; Measure: Verkauf in 1.000 Euro; Time: YTD Okt.2023



Edition made a long-held wish for many come true in summer 2023, increased by 68.2%<sup>3</sup>, and the veggie top seller *Trolli Dino Rex* by an incredible 81.6%.<sup>3</sup> The *Trolli Party Burger Minis* also performed particularly well, especially in the full range. With their authentic look with three individual layers, this Trolli original is the absolute party king.

Overall, Trolli grew by 42.3% in 2023, more than three times as fast as the entire confectionery segment (+12.7%) and 2.5 times as fast as the rest of the fruit gummy, foam gummy and licorice market (+16.6%).<sup>3</sup> This also means a 1.1% increase in value-based market share.<sup>4</sup> Trolli is the winning brand with a steady upward trend.

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<sup>3</sup> ©2023 Circana, Inc. And Circana Group, L.P.; LEH total + DM; Measure: Verkauf in 1.000 Euro; Time: YTD Oktober 2023 vs. VJ

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