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## **The Category of the Future: Mondelēz International WTR Announces Evolved Vision in Celebration of a Decade of Confectionery Growth**

**UNDER EMBARGO UNTIL 09:00 CET, October 4, 2022** – Mondelēz International World Travel Retail (WTR) today announced a renewed category vision focused on driving greater penetration and accelerated conversion to deliver confectionery growth. The vision is built on three keys areas: a **winning portfolio**, to address growing need states and changing shopper preferences; **elevating category awareness**, through more physical and mental touchpoints; and **delivering unique experiences**, with outstanding and significant concepts. This further builds on the pillars of the Delighting Travelers vision launched 10 years ago to drive MORE SHOPPERS, MORE SPEND and MORE OFTEN.

The elevated vision was debuted during a breakfast event at The Hôtel Barrière Le Majestic during the TFWA World Exhibition & Conference in Cannes, attended by Mondelēz International WTR's key retail partners, the travel retail media, industry associations, and other close partners.

The morning's session was opened by Jaya Singh, WTR Managing Director at Mondelēz International alongside Clive Jones, President Central Europe, EU Central Sales, WTR, Global Licensing at Mondelēz International whose presence underlined the wider business's support for travel retail. Anna Szentivanyi, Customers Insights, Strategy and Activation Director at Mondelēz International, shared insights about the initial development of the vision a decade ago, when she delivered crucial work as WTR's Category and Customer Development Manager at Mondelēz International, and Martin Moodie, Founder and Chairman of The Moodie Davitt Report, provided an insightful snapshot of the evolution of the category.

Finally, Beatriz de Otto, Head of Customer Marketing at Mondelēz International WTR, took the audience on a passenger journey to highlight how the vision will be made tangible through multiple touchpoints, new category segments, and relevant products.

Mondelēz International WTR first shared their ‘Delighting Travelers’ vision with the industry ten years ago, with the overarching goal of addressing the industry’s key challenges of footfall, basket size and conversion, for the benefit of all. According to Horizon, between 2012 and 2018, the confectionery category has grown by 60% in airports alone. Penetration has also increased by 5 percentage points, with more than two hundred million additional travelers visiting the category. In addition, the basket size of a confectionery shopper today is double versus any other category shopper, because confectionery buyers are most likely to make cross-category purchases.

The confectionery category leader credits these remarkable achievements to their joint efforts alongside their partners, who supported game-changing initiatives like increasing confectionery’s visibility with better signposting and engaging POS; unlocking more cross-category opportunities and multiplying confectionery touchpoints, including the cash till area; introducing new winning segments like biscuits and snacking; and bring more engagement to stores with activations in spaces that were previously reserved for other categories.

**Beatriz de Otto, Head of Customer Marketing, Mondelēz International WTR, said:** “The Mondelēz International team has analyzed global trends and enriched them with data and insights from travel retail to deliver an evolved category growth vision to share with you today. While we are happy to celebrate our success and see how the role of the confectionery category has advanced, we acknowledge that we left some growth opportunities only partially fulfilled, and we clearly see new, emerging opportunities. Our evolved category vision will increase our precision and speed to progress accelerated conversion.”

**Jaya Singh, Managing Director, Mondelēz International WTR, said:** “Looking back on a decade of such extraordinary hard work, growth and innovation, I could not be prouder of what we have achieved together. As we did 10 years ago, Mondelēz International WTR is extending an official invitation to our partners and the wider industry to join us, once again, on a journey. We will once again be the driving force behind the change. We are here to listen, to collaborate, to inspire, and to achieve accelerated conversion – together.”

**Clive Jones, President Central Europe, EU Central Sales, WTR, Global Licensing, Mondelēz International, added:** “It is incredibly rewarding to witness the fruits of the changes that Mondelēz International WTR has driven with our retail partners to alter the travel retail shopping environment. As category leaders, Mondelēz International remains committed to investing in and supporting the travel retail industry, which plays such a crucial role in the wider Mondelēz International business, and to continue driving the growth of confectionery in such a hugely important channel.”

**ENDS**

## About Mondelēz International

**Mondelēz International Mondelēz International, Inc.** (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the Company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

