



Confectionery

Salience Index 2025



12 Month Report

This **Confectionery Report** was put together by a small team of humans at Salience, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.





**You can assess
the overall
success of a site
based off of 11
key metrics...**

Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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44 High Competition Keywords

46 Opportunity Keywords

49 Trust

52 Online Reviews

58 Digital Brand Reach

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

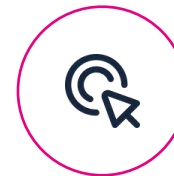
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

Traffic Score Findings

Top 5 winners

01 HOTEL
Chocolat.

02 *Cadbury*

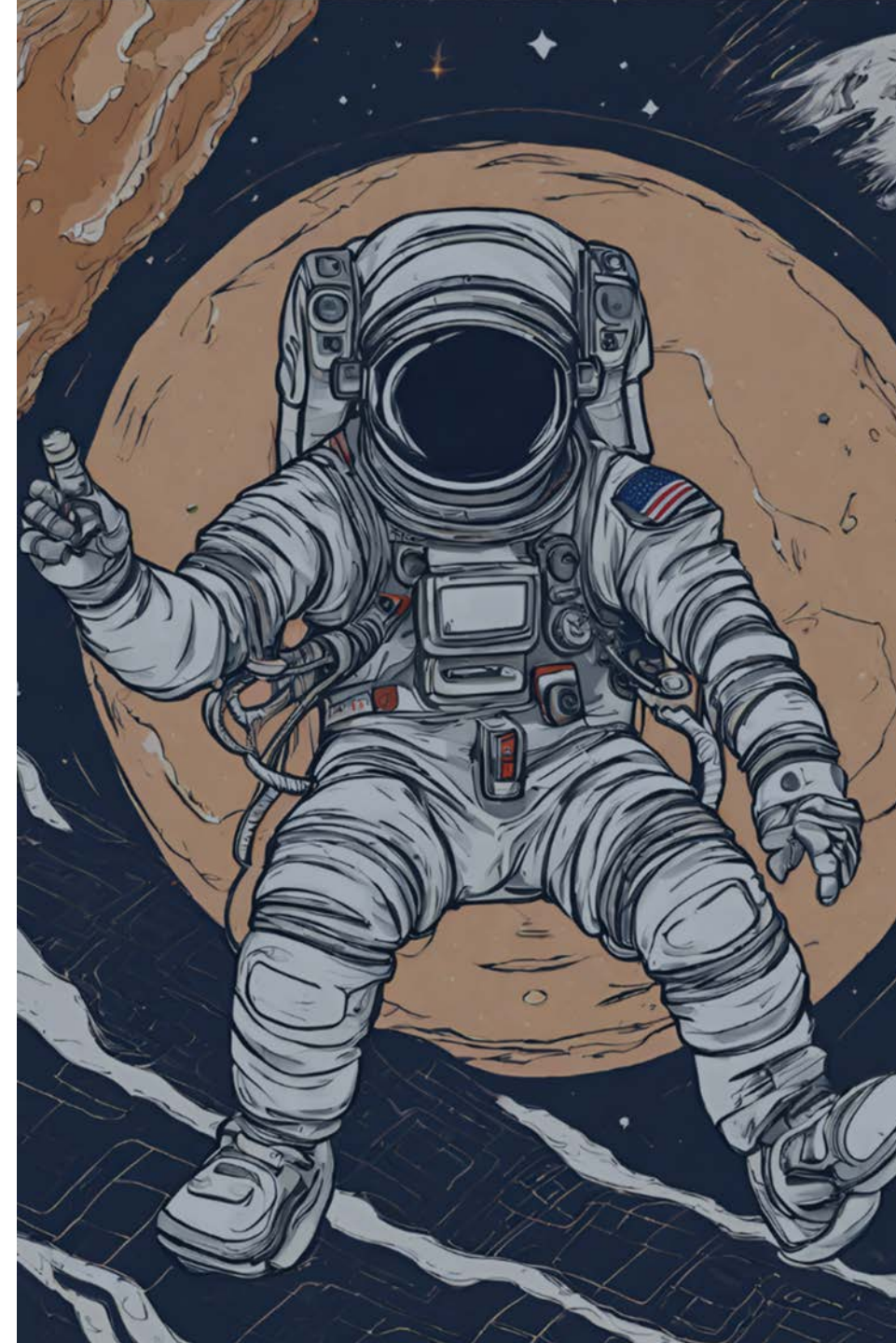
03 *Lindt* 

04 *Thorntons* 

05 



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01 *Cadbury* GIFTS

02  candy mail

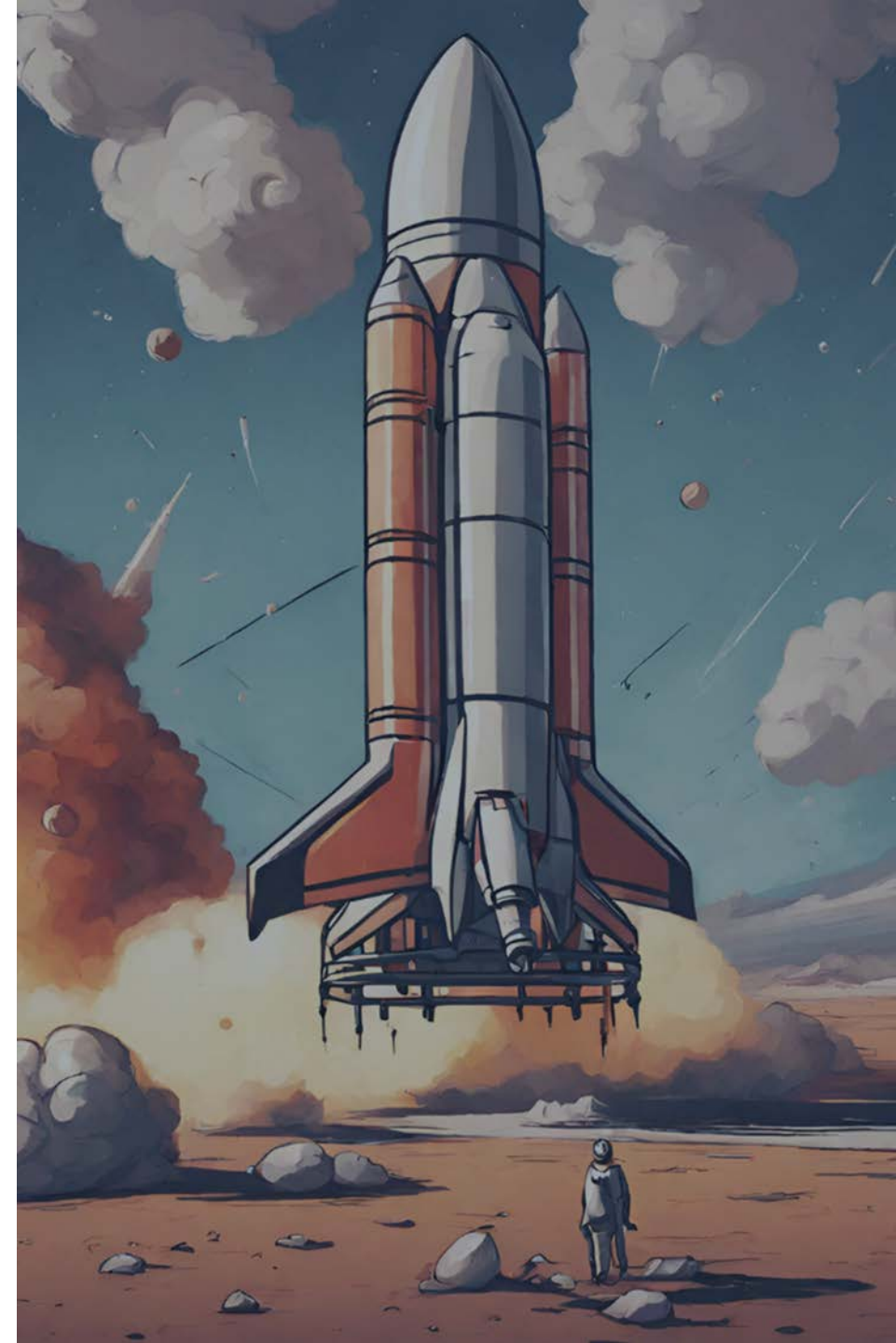
03 

04 

05 *Quality Street*



On the opposite end of the spectrum, these brands have had the biggest traffic score drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
hotelchocolat.com	1	-	354,303	329,884	+7%	-4%
cadbury.co.uk	2	+3	250,104	165,137	+51%	+40%
cadburygiftsdirect.co.uk	3	-1	241,872	264,489	-9%	-20%
lindt.co.uk	4	-1	240,314	196,293	+22%	+11%
fortnumandmason.com	5	-1	168,810	180,447	-6%	-17%
thorntons.com	6	-	166,859	87,089	+92%	+81%
bettys.co.uk	7	-	82,260	85,089	-3%	-14%
hancocks.co.uk	8	-	73,268	77,325	-5%	-16%
wholesalesweets.co.uk	9	+3	56,216	50,939	+10%	-1%
candymail.co.uk	10	-	51,304	70,708	-27%	-38%
sosweetshop.co.uk	11	-	46,755	51,862	-10%	-21%
onepoundsweets.com	12	-3	43,233	71,580	-40%	-51%
funkyhampers.com	13	+1	42,895	31,098	+38%	+27%
sweetzy.co.uk	14	+7	34,978	18,536	+89%	+78%
uk.tonyschocolonely.com	15	+185	34,241	-	+100%	+89%
swizzels.com	16	+1	26,436	22,754	+16%	+5%
chocolatetradingco.com	17	+21	22,916	12,230	+87%	+76%
bakerdays.com	18	-2	22,283	24,566	-9%	-20%
oldestsweetshop.co.uk	19	-1	22,228	21,606	+3%	-8%
americanfizz.co.uk	20	-	21,598	19,891	+9%	-2%
candykittens.co.uk	21	-2	21,228	20,486	+4%	-7%
sponge.co.uk	22	+12	20,949	13,210	+59%	+48%
americancandystores.co.uk	23	-10	20,764	44,884	-54%	-65%
americansweets.co.uk	24	-9	20,517	27,923	-27%	-38%
treasureislandsweets.co.uk	25	+5	20,234	14,880	+36%	+25%
aquarterof.co.uk	26	+22	20,026	9,222	+117%	+106%
postedweets.co.uk	27	-	19,173	15,802	+21%	+10%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
monmoreconfectionery.co.uk	28	-6	17,316	18,110	-4%	-15%
chucklingcheese.co.uk	29	-4	16,384	16,766	-2%	-13%
greenandblacks.co.uk	30	+7	16,111	12,334	+31%	+20%
montezumas.co.uk	31	-2	15,644	14,912	+5%	-6%
appletonsweets.co.uk	32	-8	15,216	16,909	-10%	-21%
handycandy.co.uk	33	-10	14,710	17,097	-14%	-25%
godivachocolates.co.uk	34	-3	13,225	14,074	-6%	-17%
bulkwholesalesweets.co.uk	35	+23	13,218	6,847	+93%	+82%
chococo.co.uk	36	+8	12,816	10,351	+24%	+13%
thesweetiejar.co.uk	37	+20	12,760	7,211	+77%	+66%
thesweetboxshop.com	38	+12	12,386	8,999	+38%	+27%
thesweetstore.co.uk	39	-13	11,998	16,584	-28%	-39%
ferrerorocher.com	40	+9	11,178	9,210	+21%	+10%
mrsimms.co	41	+12	10,630	8,047	+32%	+21%
sweetgenie.co.uk	42	+1	10,495	10,591	-1%	-12%
snickers.co.uk	43	+23	9,763	5,243	+86%	+75%
hswholesalesweets.co.uk	44	+15	9,324	6,799	+37%	+26%
usafoodstore.co.uk	45	-10	8,864	12,601	-30%	-41%
kandyking.co.uk	46	+18	8,807	5,584	+58%	+47%
friars.co.uk	47	-2	8,567	10,302	-17%	-28%
jlbrooks.co.uk	48	+3	8,492	8,826	-4%	-15%
giantbradleyssweetshop.com	49	+11	8,460	6,704	+26%	+15%
jellybelly.co.uk	50	+6	8,343	7,344	+14%	+3%
sweetieshoppie.co.uk	51	-11	8,057	11,489	-30%	-41%
galaxychocolate.co.uk	52	-6	7,903	9,579	-17%	-28%
laduree.co.uk	53	+10	7,820	5,785	+35%	+24%
liggyscakes.co.uk	54	+8	7,715	6,333	+22%	+11%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
maltesers.co.uk	55	-19	7,447	12,547	-41%	-52%
sweethampercompany.co.uk	56	-14	6,906	10,626	-35%	-46%
americancandyuk.co.uk	57	-18	6,790	11,623	-42%	-53%
pickandmix.com	58	+3	6,785	6,662	+2%	-9%
thevegancandyman.com	59	+27	6,707	2,853	+135%	+124%
keepitsweet.co.uk	60	-13	6,066	9,535	-36%	-47%
lovecocoa.com	61	-7	5,847	8,015	-27%	-38%
sweetswithout.co.uk	62	+3	5,327	5,334	-	-11%
vegantown.co.uk	63	+8	4,958	4,374	+13%	+2%
rococochocolates.com	64	-23	4,912	11,206	-56%	-67%
igp.com	65	+17	4,793	3,158	+52%	+41%
wholesalesweetsuk.co.uk	66	-34	4,746	13,955	-66%	-77%
allmarksweets.co.uk	67	+5	4,588	4,141	+11%	-
royalsweets.co.uk	68	+26	4,352	2,312	+88%	+77%
neuhauschocolates.com	69	+11	4,322	3,279	+32%	+21%
sweetmouthfulmixes.com	70	+52	4,162	1,095	+280%	+269%
jessicassweets.co.uk	71	+21	4,116	2,426	+70%	+59%
berrymanssweets.co.uk	72	+2	4,048	4,089	-1%	-12%
lechocolat-alainducasse.com	73	+29	3,652	2,023	+81%	+70%
dobsons.co.uk	74	+5	3,641	3,396	+7%	-4%
candycrave.com	75	+30	3,486	1,823	+91%	+80%
poppin-candy.com	76	+19	3,392	2,292	+48%	+37%
sweetzoneshop.co.uk	77	+20	3,231	2,191	+47%	+36%
oldfashionedsweetieshop.co.uk	78	+21	3,188	2,118	+51%	+40%
divinechocolate.com	79	+11	3,082	2,468	+25%	+14%
buttermilk.co.uk	80	+11	2,902	2,460	+18%	+7%
sweetsdirect.co.uk	81	+70	2,827	476	+494%	+483%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
toffeeworld.co.uk	82	+7	2,733	2,515	+9%	-2%
nutspick.co.uk	83	-10	2,706	4,131	-34%	-45%
candyroom.co.uk	84	-6	2,605	3,432	-24%	-35%
buzzdirect.co.uk	85	-4	2,592	3,162	-18%	-29%
crazycandyco.co.uk	86	-17	2,422	4,732	-49%	-60%
zapsweets.co.uk	87	-32	2,332	7,720	-70%	-81%
thecandystoreonline.co.uk	88	-18	2,296	4,506	-49%	-60%
mrstillys.co.uk	89	+20	2,145	1,725	+24%	+13%
gourmetsweets.co.uk	90	-7	1,983	3,139	-37%	-48%
ameliechocolat.co.uk	91	+21	1,891	1,521	+24%	+13%
guptas.co.uk	92	+19	1,762	1,671	+5%	-6%
joyofsweets.com	93	+44	1,761	629	+180%	+169%
farhi.co.uk	94	+19	1,710	1,464	+17%	+6%
sweets-4-all-events.co.uk	95	-10	1,668	2,881	-42%	-53%
bonbonssweets.co.uk	96	+7	1,649	1,973	-16%	-27%
daffydowndilly.co.uk	97	-10	1,563	2,719	-43%	-54%
thesweetiepeople.co.uk	98	-5	1,550	2,325	-33%	-44%
sweet-delivery.co.uk	99	+29	1,528	970	+58%	+47%
buywholesalesweets.co.uk	100	+21	1,487	1,139	+31%	+20%

**Industry
Variance**
11%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 11% increase in overall traffic scores within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?

Visibility Vs Authority

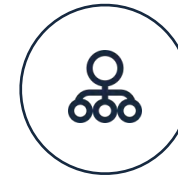
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have to rank for competitive keywords and boost your visibility.



Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



Authority is best achieved through high-quality links gained through topical and brand-relevant digital pr. Not spammy link building.



By matching visibility scores to authority, we identify which sites are performing beyond their means. These are the ones to learn from.

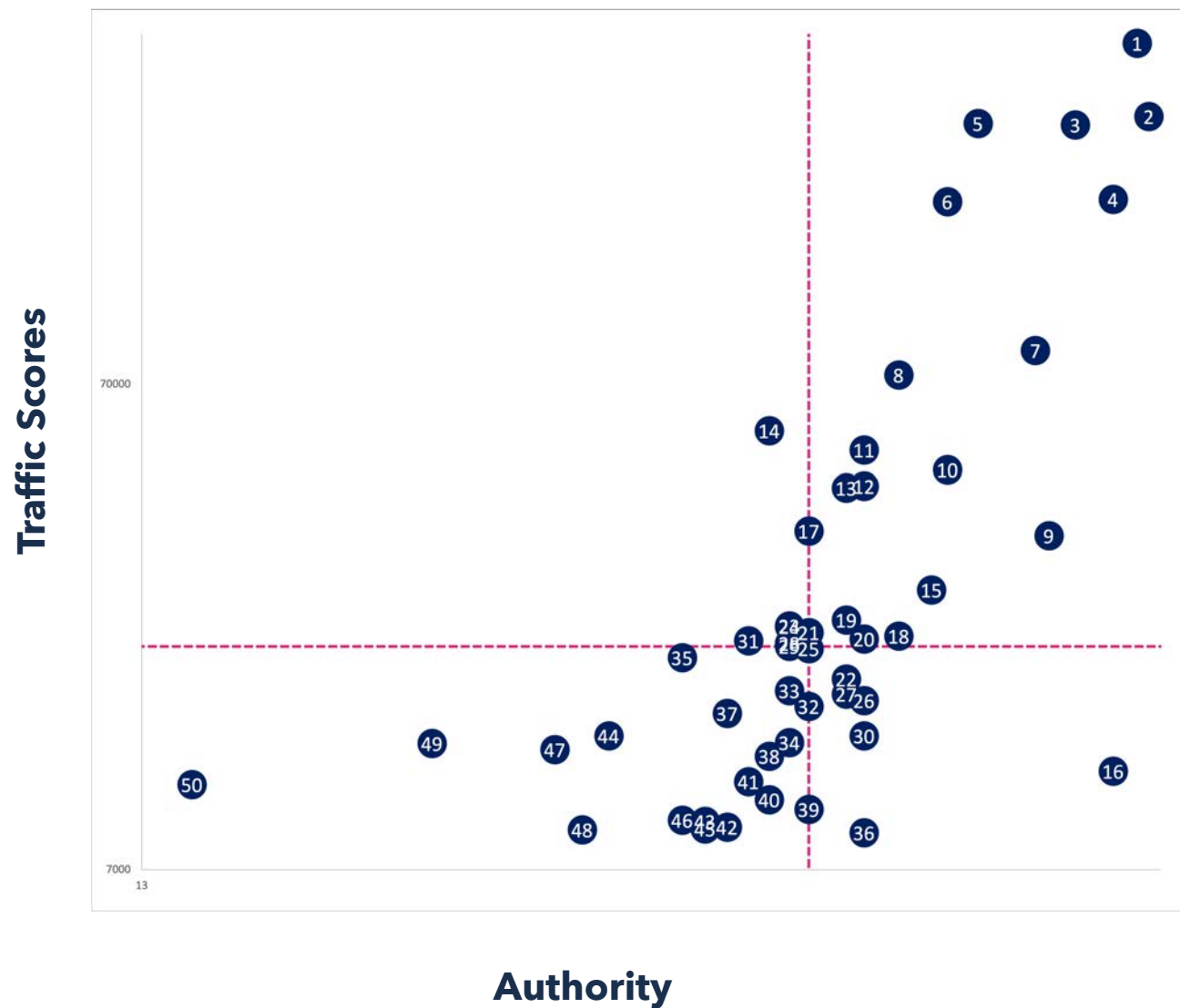


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

**"Analysing
visibility vs
authority is a
great way to find
sleeping giants in
the industry."**



Traffic Scores Vs Authority Scores



hotelchocolat.com	1	candymail.co.uk	11	americanfizz.co.uk	21	americancandystores.co.uk	31	mrsimms.co	41
cadbury.co.uk	2	onepoundsweets.com	12	monmoreconfectionery.co.uk	22	appletonsweets.co.uk	32	friars.co.uk	42
lindt.co.uk	3	funkyhampers.com	13	bakerdays.com	23	chucklingcheese.co.uk	33	kandyking.co.uk	43
fortnumandmason.com	4	wholesalesweets.co.uk	14	oldestsweetshop.co.uk	24	chococo.co.uk	34	bulkwholesalesweets.co.uk	44
cadburygiftsdirect.co.uk	5	swizzels.com	15	aquarterof.co.uk	25	postedsweets.co.uk	35	jlbloods.co.uk	45
thorntons.com	6	ferrerorocher.com	16	montezumas.co.uk	26	jellybelly.co.uk	36	usafoodstore.co.uk	46
bettys.co.uk	7	sweetzy.co.uk	17	greenandblacks.co.uk	27	handycandy.co.uk	37	thesweetboxshop.com	47
hancocks.co.uk	8	candykittens.co.uk	18	americansweets.co.uk	28	thesweetstore.co.uk	38	giantbradleyssweetshop.com	48
uk.tonyschocolonely.com	9	chocolatetradingco.com	19	treasureislandsweets.co.uk	29	hswholesalesweets.co.uk	39	thesweetiejar.co.uk	49
sosweetshop.co.uk	10	sponge.co.uk	20	godivachocolates.co.uk	30	snickers.co.uk	40	sweetgenie.co.uk	50

A

Those with high visibility but low authority may not have the brand reach compared to rivals, but overperform in search engines thanks to technical SEO, content and site experience.

B

Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

C

Sites with low traffic scores and authority. Look on the bright side, there's a lot of room for improvement. Brands in this zone should consider urgently rethinking their on-site technical and structural setup, also their keyword strategy and off-site campaigns.

D

Low traffic scores, high authority. At school, these sites were the kids who 'had potential.' There are clearly some on-site issues holding these brands back. Whether those issues lie in content, structure, or tech, an on-site review is highly recommended.

Traffic Scores vs Authority Findings

High authority, low traffic scores

The Sleeping Giants

These brands could benefit most from resolving their on-site tech and structural issues. Identification of those problems, and dealing with them in a priority order, should be their key objective.



01



02



03



04



05



Traffic Scores vs Authority Findings

High traffic scores, **low authority**

The Overachievers

These websites have strong traffic scores in spite of a lack of trusted links and press coverage. Digital PR can push the brand further, but through technical SEO, content and experience, they play a role in the search engines.



01



02



03



04



05



Traffic Scores Vs Referring Domains

Links aren't a numbers game. Not anymore, at least. The loose correlation between the number of linking domains and organic traffic scores shows that it's quality, not quantity that counts, brands that know this invest in digital PR not link building.

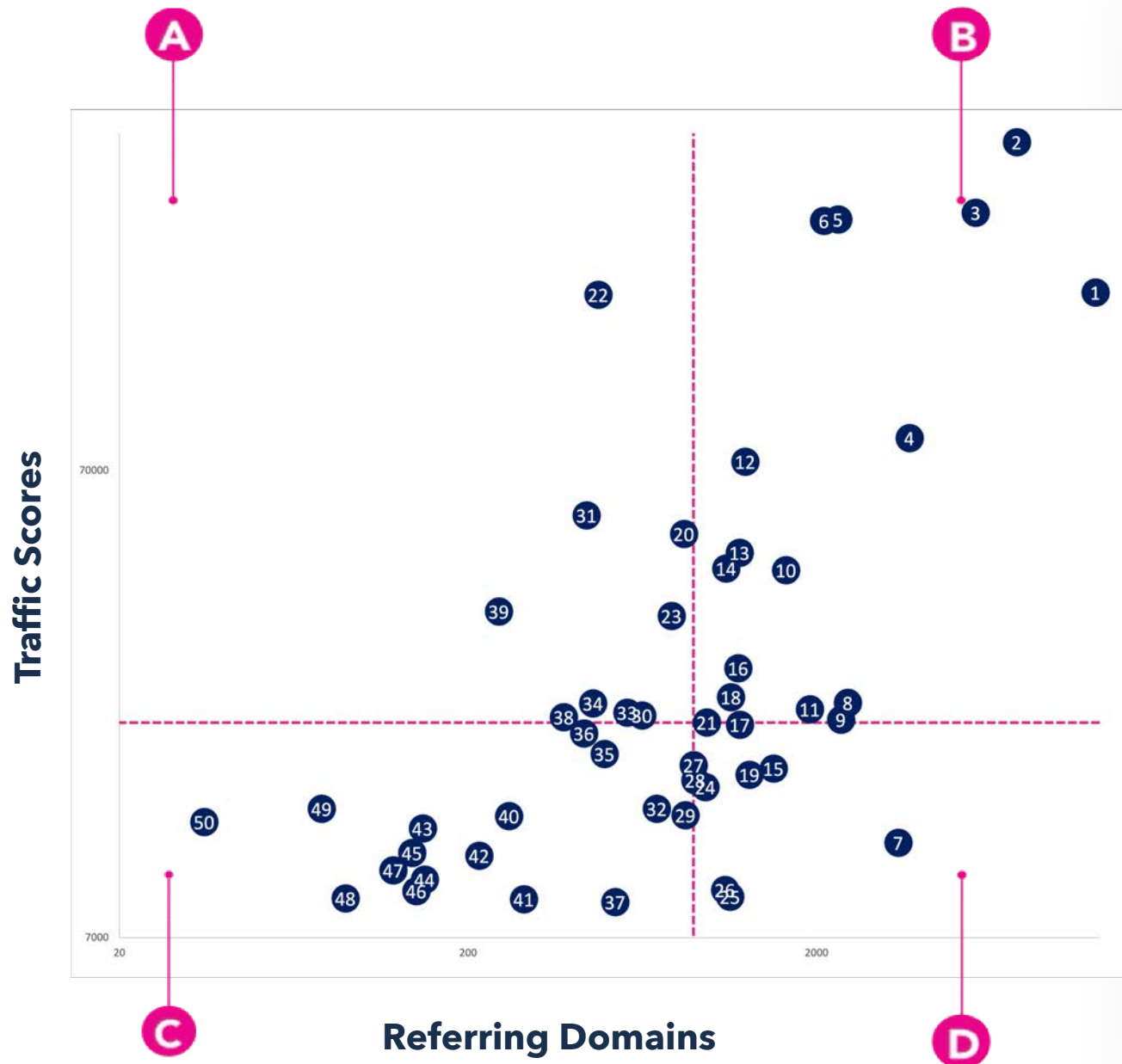
Key:

fortnumandmason.com	1	sosweetshop.co.uk	13
hotelchocolat.com	2	onepoundsweets.com	14
cadbury.co.uk	3	greenandblacks.co.uk	15
bettys.co.uk	4	swizzels.com	16
cadburygiftsdirect.co.uk	5	aquarterof.co.uk	17
lindt.co.uk	6	chocolatetradingco.com	18
ferrerorocher.com	7	montezumas.co.uk	19
bakerdays.com	8	candymail.co.uk	20
americansweets.co.uk	9	treasureislandsweets.co.uk	21
funkyhampers.com	10	thorntons.com	22
americanfizz.co.uk	11	uk.tonyschocolonely.com	23
hancocks.co.uk	12	handycandy.co.uk	24

Traffic Scores Vs Referring Domains

Key:

friars.co.uk	25	americandystores.co.uk	38
usafoodstore.co.uk	26	sweetzy.co.uk	39
chucklingcheese.co.uk	27	thesweetiejar.co.uk	40
appletonsweets.co.uk	28	giantbradleyssweetshop.com	41
chococo.co.uk	29	sweetgenie.co.uk	42
sponge.co.uk	30	thesweetstore.co.uk	43
wholesalesweets.co.uk	31	hswholesalesweets.co.uk	44
godivachocolates.co.uk	32	mrsimms.co	45
candykittens.co.uk	33	kandyking.co.uk	46
oldestsweetshop.co.uk	34	snickers.co.uk	47
monmoreconfectionery.co.uk	35	jlbloods.co.uk	48
postedsweets.co.uk	36	bulkwholesalesweets.co.uk	49
jellybelly.co.uk	37	thesweetboxshop.com	50



A High traffic scores with low referring domains likely means the site is well set up technically, with great content, but scores low on brand traffic scores. Compare your visibility and RDs to your competition. Strong potential to grow brand traffic scores with digital PR links.

B High traffic scores with high referring domains are dominating the organic market. If you're in this quadrant, keep doin' you. If not, it may be easier to compete with their traffic scores through technical SEO and content.

C Low traffic scores with low referring domains could mean infinite things. However, generally ramping up your search marketing is required to compete in your space. Whether that's through tech, content or links, we can't say from this graph, but speak to us if you need a few pointers.

D Low traffic scores with high links is a double edged-sword. Potentially, your link profile and strategy is spammy, old or otherwise suboptimal, and search engines see that. Regardless, it could also mean you're a sleeping giant in search. Get an outside opinion on your tech, content, and links.

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six month's notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD

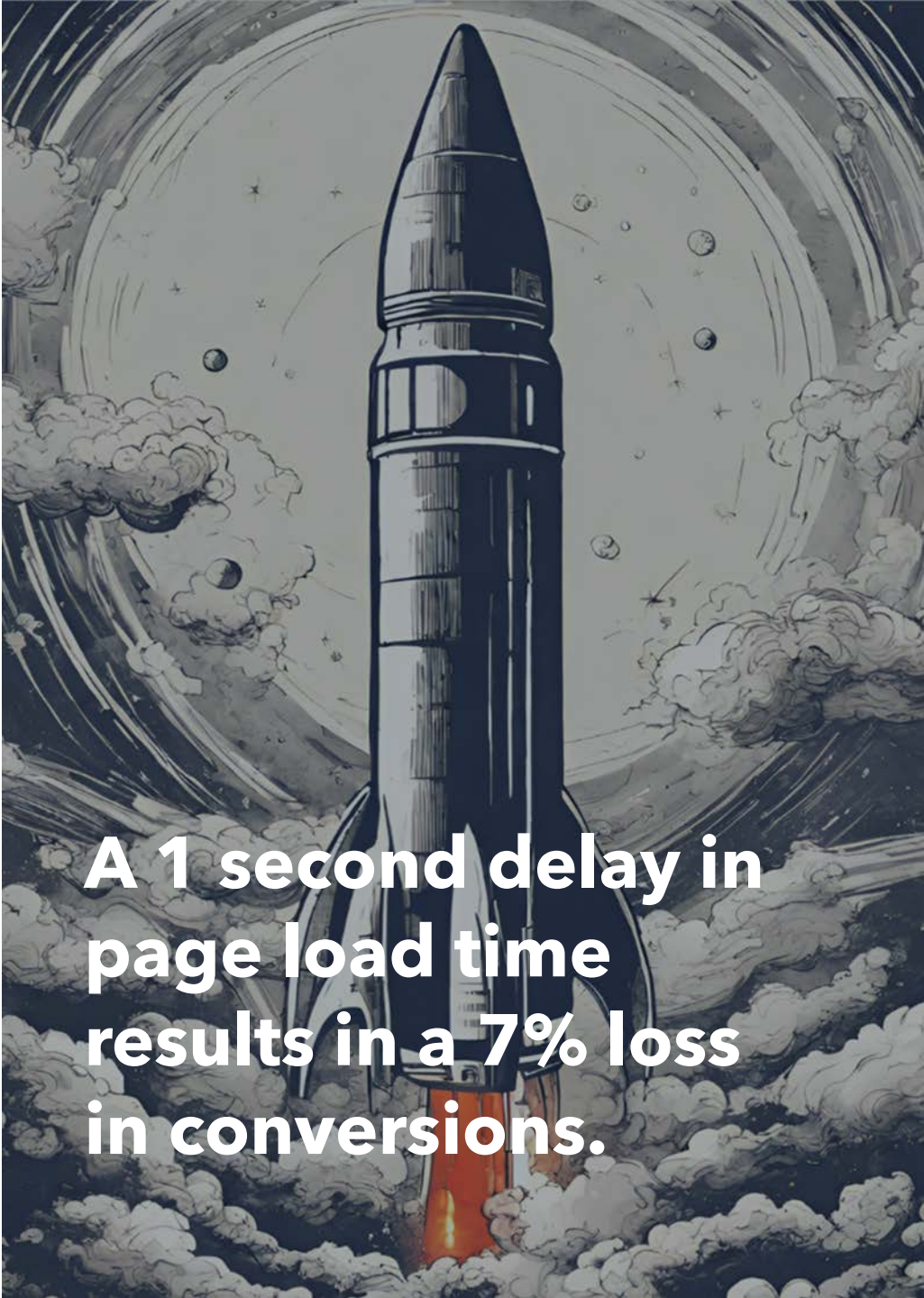


[Read this Case Study](#)

Page speed

In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input delay (FID) - in simple terms, how fast your site loads and how fast it can be interacted with.

The first step is to check how you compare against the rest of your industry. Luckily, we've got just the thing. Our page speed leaderboard shows which brands are lightning fast and those lagging behind.



**A 1 second delay in
page load time
results in a 7% loss
in conversions.**

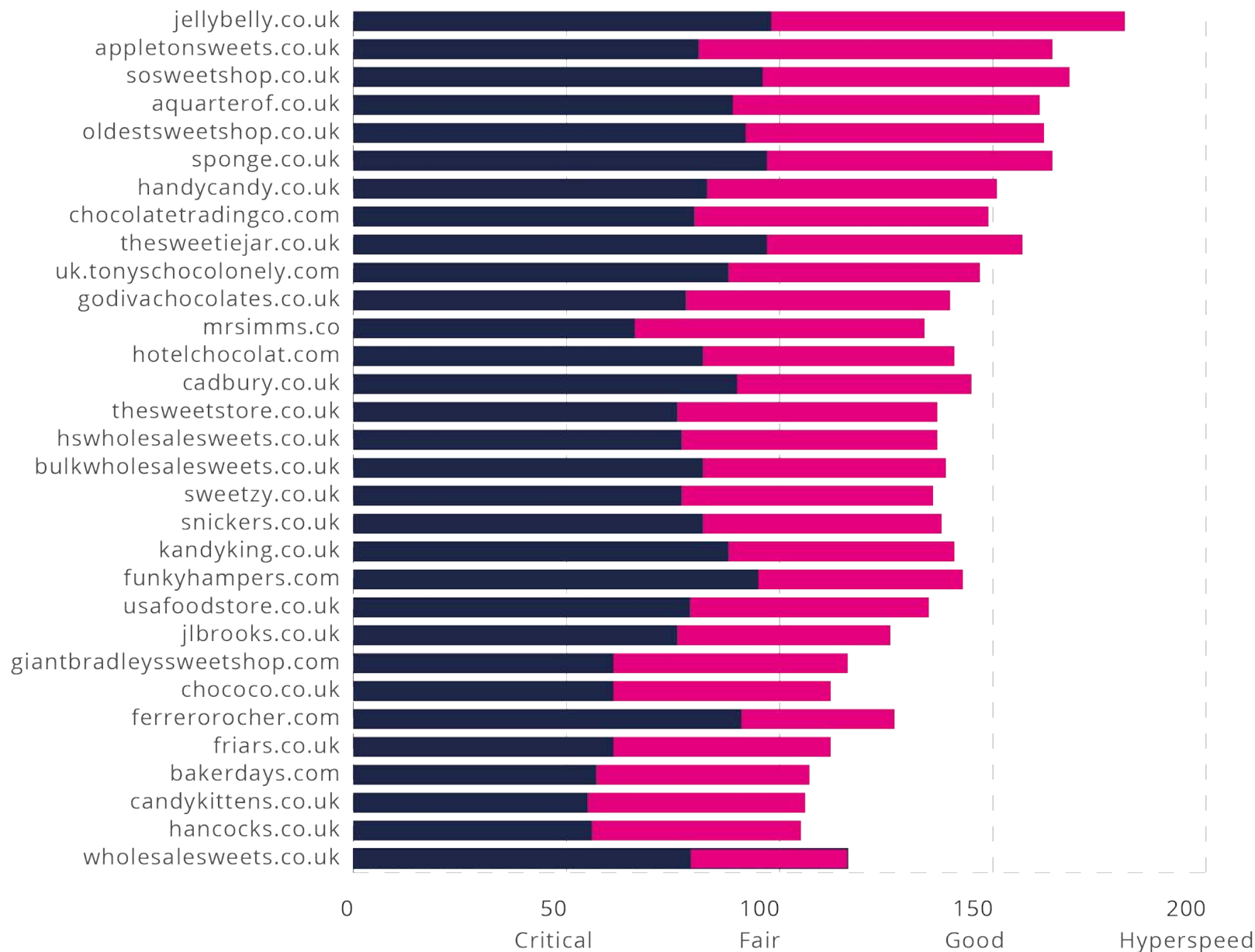
Page Speed Scores



Key:

● Desktop

● Mobile





ds Awards Awards Awards Awards Awards

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for Wholesale Sweets.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

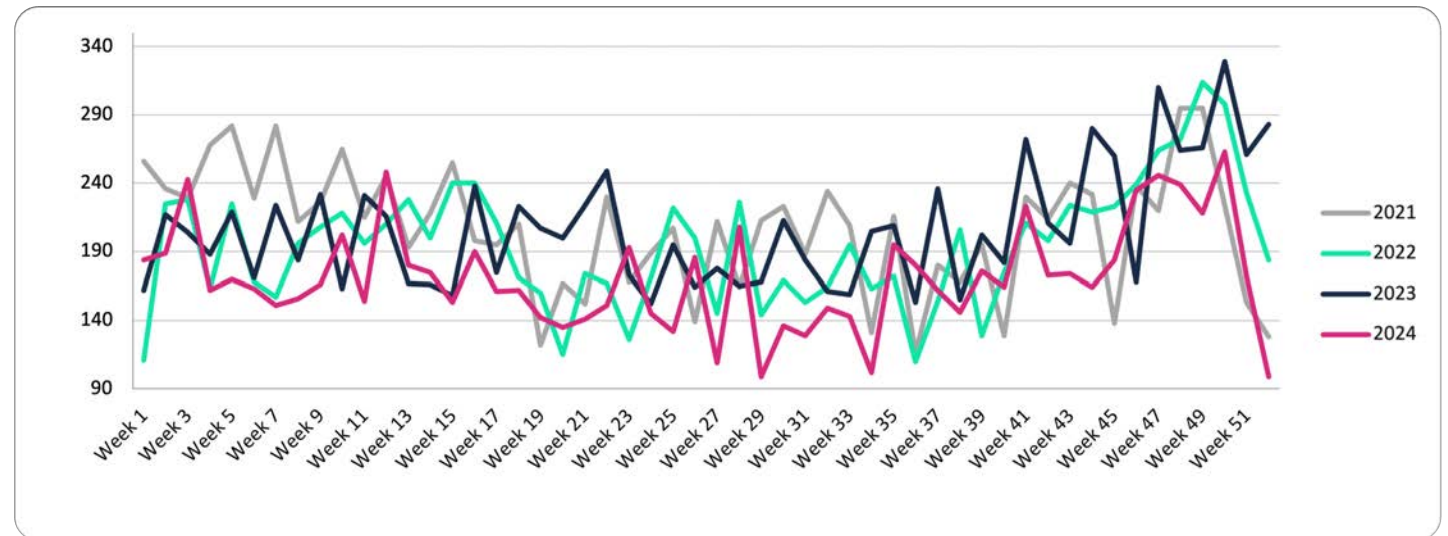
— Caren Downie, Fashion Director

LEMONADE DOLLS

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Search Volume Trends

In a nutshell, search volume trends show how interest has changed for the products, services, and content provided within your industry. A downward trend means less people are searching. An upward trend means interest is on the rise and new opportunities are up for grabs. Either way, it's important to stay on top of when search is high and low to help inform your strategy for search.



The rise of AI is dramatically changing our industry, users will be searching in entirely new ways in 2025 and beyond.



Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

Trends

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
choco bar	40500	29%
cocoa bar	40500	29%
chewing gum	22200	15%
valentines chocolates	4400	1%
liquorice sweets	2900	31%
black jack sweets	2900	8%
liquorice salt	1600	22%
camel balls sweets	1600	13%
wax bottle candy	1300	907%
american chocolate bars	1300	257%
swedish candy	1300	19%
100% dark chocolate	1300	16%
fruit and nut chocolate	1300	25%
strawberry bon bons	1000	204%
peppermint crisp	1000	67%
luxury chocolate box	880	426%
dark chocolate bars	880	27%
70% dark chocolate	720	56%
crunch white chocolate	720	43%
100g chocolate bar	390	40%
black death mega sour candies	320	8460%
assorted chocolates	260	99%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
healthy jelly sweets	260	61%
chocolate peanut butter bars	210	156%
chocolate pieces	210	158%
fruit & nut chocolate	170	231%
mega sour candy	110	429%
eid chocolate gift box	90	554%
dubai kunafa	70	6300%
colorful jelly candy	40	4767%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
hancocks	49500	14%
lindt	40500	27%
candy kittens	27100	40%
snickers	27100	38%
sponge	18100	7%
friars	5400	7%
posted sweets	1900	36%
bulk wholesale sweets	880	7%
giant bradleys sweet shop	720	208%
the sweetie jar	260	8%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
lollipops	27100	-18%
mints	27100	-6%
american candy	22200	-28%
freeze dried sweets	14800	-23%
freeze dried candy	12100	-52%
candy floss	12100	-13%
pick and mixes	12100	-13%
bubble gum	9900	-18%
vegan sweets	9900	-18%
sweet boxes	9900	-19%
vegan dessert	9900	-13%
mrbeast chocolate	8100	-42%
sweet tubs	8100	-28%
british candy bars	6600	-24%
british chocolate bars	6600	-24%
chocolate coins	6600	-17%
pick and mix sweets	6600	-18%
drifter chocolate bar	5400	-48%
blue sweets	5400	-28%
mr beast chocolate bar	5400	-67%
sour sweets	5400	-18%
pink sweets	4400	-23%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
bubble gum pink	3600	-24%
aztec chocolate bar	2900	-93%
camel balls	2900	-39%
mr beast bar	2400	-77%
green sweets	2400	-29%
drifter chocolate	1600	-48%
aero chocolate bar	1300	-67%
fruit bon bons	1000	-55%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
hotel chocolat	368000	-16%
fortnum and mason	246000	-18%
ferrero rocher	90500	-13%
cadbury	74000	-26%
thorntons	60500	-16%
tonys chocolonely	40500	-38%
bettys	33100	-19%
american sweets	27100	-28%
wholesale sweets	12100	-23%
mr simms	8100	-13%
jelly belly	6600	-30%
american fizz	6600	-30%
swizzels	6600	-13%
monmore confectionery	6600	-7%
chococo	5400	-23%
candy mail	5400	-18%
green and blacks	4400	-18%
one pound sweets	3600	-52%
funky hampers	3600	-18%
cadbury gifts direct	1900	-31%
baker days	1900	-25%
a quarter of	1900	-21%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
kandy king	1600	-43%
so sweet shop	1300	-27%
the sweet store	1000	-28%
chocolate trading co	1000	-9%
jl brooks	1000	-7%
treasure island sweets	1000	-9%
appleton sweets	1000	-4%
hs wholesale sweets	720	-23%
american candy stores	590	-32%
handy candy	480	-9%
sweet genie	260	-7%
oldest sweet shop	170	-25%
the sweet box shop	170	-34%

 **Hancocks** is dominating the
brand search game.

**This is far more than
technical SEO
fundamentals, achieving
this requires a full frontal
assault on search.**



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[Book a Chat](#)

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?

High Competition Keywords.

These keywords are the heavyweight belts, the golden tickets, the ones to tell your nan about. For top of market brands holding these positions, close monitoring and continued search marketing activity is needed to safeguard them.

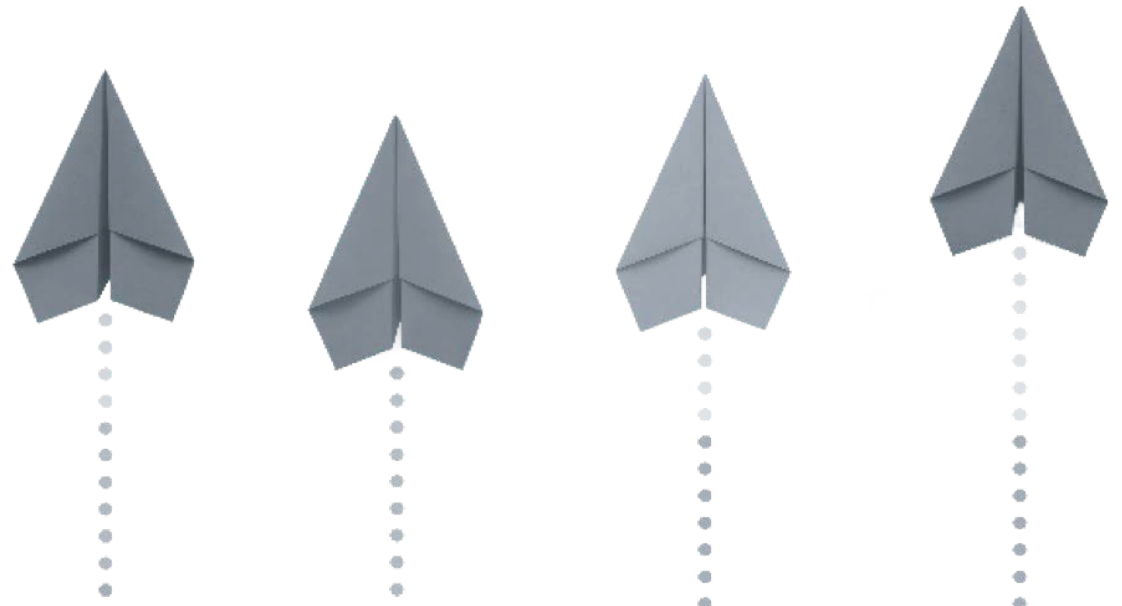
For challenger brands looking to weigh in, you best bring your A-game.



High competition keywords are typically sought after by big brands. We're talking those with brick and mortar stores & large brand reach.



Qualifying intent is more important than ever on these keywords. Providing the correct user journey upon first click is critical.



1

chewing gum

14,000 48

2

american candy

8,600 36

3

marshmallows

3,800 16

4

japanese sweets

2,200 21

5

jawline gum

800 29

6

pick n mix near me

700 17

7

swedish sweets

700 16

8

vegan chocolate bars

500 22

9

luxury chocolate gifts

250 73

10

peanut butter bars

250 32

High Competition Keywords.



Key:



Local monthly
searches (UK)



Competitiveness
Score

Opportunity

These terms have less competition yet high search volumes. As such, they are a perfect battle ground for all brands in the industry to increase their digital reach.

Marketing teams across the industry ignore these terms but audiences are interested. With strong volumes and low competition, they're ripe for the taking.

For challenger and low-visibility brands, these are the terms where you'll see most success.

Concentrate on these and you'll see traffic and revenue start to grow.

For market leaders, these are the terms that have probably skipped your radar. Dig into these and corner the market.

Brett Janes
Managing Director

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Keywords



- 1 british chocolate bars
600 5
- 2 70 dark chocolate
700 4
- 3 chocolate hamper gift
700 4
- 4 85 dark chocolate
600 8
- 5 macaroon bars
800 8

- 6 sweet hamper
1,100 5
- 7 chocolate gift box
1,800 4
- 8 swedish candy
1,800 5
- 9 bonbon
2,300 10
- 10 aero chocolate
2,400 9

Opportunity Keywords.



Key:

-  Local monthly searches (UK)
-  Competitiveness Score

Ooo Nice Clients...

Dreams

carpetright.

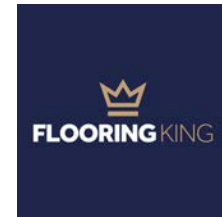
Lindt 

HARVEY MARIA®
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VALERIE



PAPIER



LiveScoreBet™



PORCELANOSA

Trust

First introduced with the E-A-T Algorithm update in 2018, trust has since become a critical ranking factor. But there's no single score to judge trust. Instead, it's a holistic view of your website's expertise, authority and trustworthiness. It centres around both on and off-site signals. Think external review platforms, high-quality links, transparency over processes and policies, and plenty more.



Your Money Your Life (YMYL) / eCommerce brands are those most likely to see visibility drop as a cause of poor trust signals.



Search quality evaluator guidelines identify how manual reviewers evaluate your site's trust-worthiness. Use these to get ahead.

Trust centres
around both on
and off-site
signals.



Checklist For Building Customer Trust.

A website can be used to build trust. You can do this through “trust signals”.

Trust signals are content embedded within your website that builds up credibility.

Having these things strategically placed around the site builds trust from users & search engines alike.

A lot of things can be considered a trust signal Like:

1

User reviews
(TrustPilot, Feefo)

2

Testimonials

3

Guarantees
(free returns, warranties)

4

Credential badges
(Industry recognised certifications, think Informed Sport for a supplements brand)

Here is a quick checklist of where you could place **trust signals**:



Trust bar across the site
(a small bar that holds all your guarantee's, warranties etc.)



Customer testimonials in product pages, convince the user at point of purchase.



Review profile embedded in the home page & key PLPs
[uk.huel.com](https://www.uk.huel.com) are a great example.



Individual product reviews.
Bonus points if you can link this with a review profile.



Embed credential badges on shopping cart pages and any other high intent pages.



Online Reviews

A key element of trust, reviews are essential to your search marketing arsenal. Having more good reviews than your competitors is important for off-site trust signals (part of the EAT update), local pack prominence, and CTR where star-ratings feature in the SERPs.

01

Incorporate external review platforms into your buying process to ensure maximum take-up.

02

Bad reviews need to be answered and fast. Users are more likely to ignore bad reviews if they see fast replies.

03

eCommerce sites are judged by both users and search engines on their review platforms.

98%

People read online reviews for local businesses. *

36%

Of businesses that claim free listings on multiple review sites make 36% more revenue. *

90%

Of read online reviews for before visiting a business. *

36%

Of consumers are 'highly' or 'likely' to use a business that responds to all of its online reviews. *

// Salience.

High
Competition
Review score:





bettys.co.uk
28,581 4.7



chocolatetradingco.com
18,682 4.8



sweetzy.co.uk
29,982 4.3



monmoreconfectionery.co.uk
9,347 4.8



hotelchocolat.com
58,550 3.9



fortnumandmason.com
25,704 4.2



funkyhampers.com
5,511 4.7



thesweetstore.co.uk
4,045 4.8



candymail.co.uk
3,231 4.6



sponge.co.uk
4,023 4.5

High Reviewed Sites.



Key:



Number of reviews



Review Score

Brand Reach Findings






Top 5 Brand Searches



Monthly Searches (UK)

Monthly brand searches shows an indication of brand recall within search behaviour. The top five are the most recalled names within search.



01		368,000
02		246,000
03		90,500
04		74,000
05		60,500

Top 5 Social Scores



Owned social score

Social score considers followers and engaged conversations on all major social platforms. The top five have a strong following, creating engagement through content and product campaigns.

01



38,030

02



14,350

03



3,000

04



2,490

05



1,342

Brand

Brand Awareness describes how familiar consumers are with your brand or products.

Digital brand awareness describes how familiar consumers are with your brand or products online, whether they are searching for your brand or interacting with it on social media.

To calculate this figure, we blend branded search metrics with the performance and reach of social channels for brands across the sector.

This helps identify which brands are most prominent across a range of channels and those who are fading into the background.

Brand searches are a traditional measure. Owned social score is really important too. This identifies audiences you have access to. These can both be improved by strategic, relevant digital pr.

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Awareness

Brand Awareness

Market Leaders

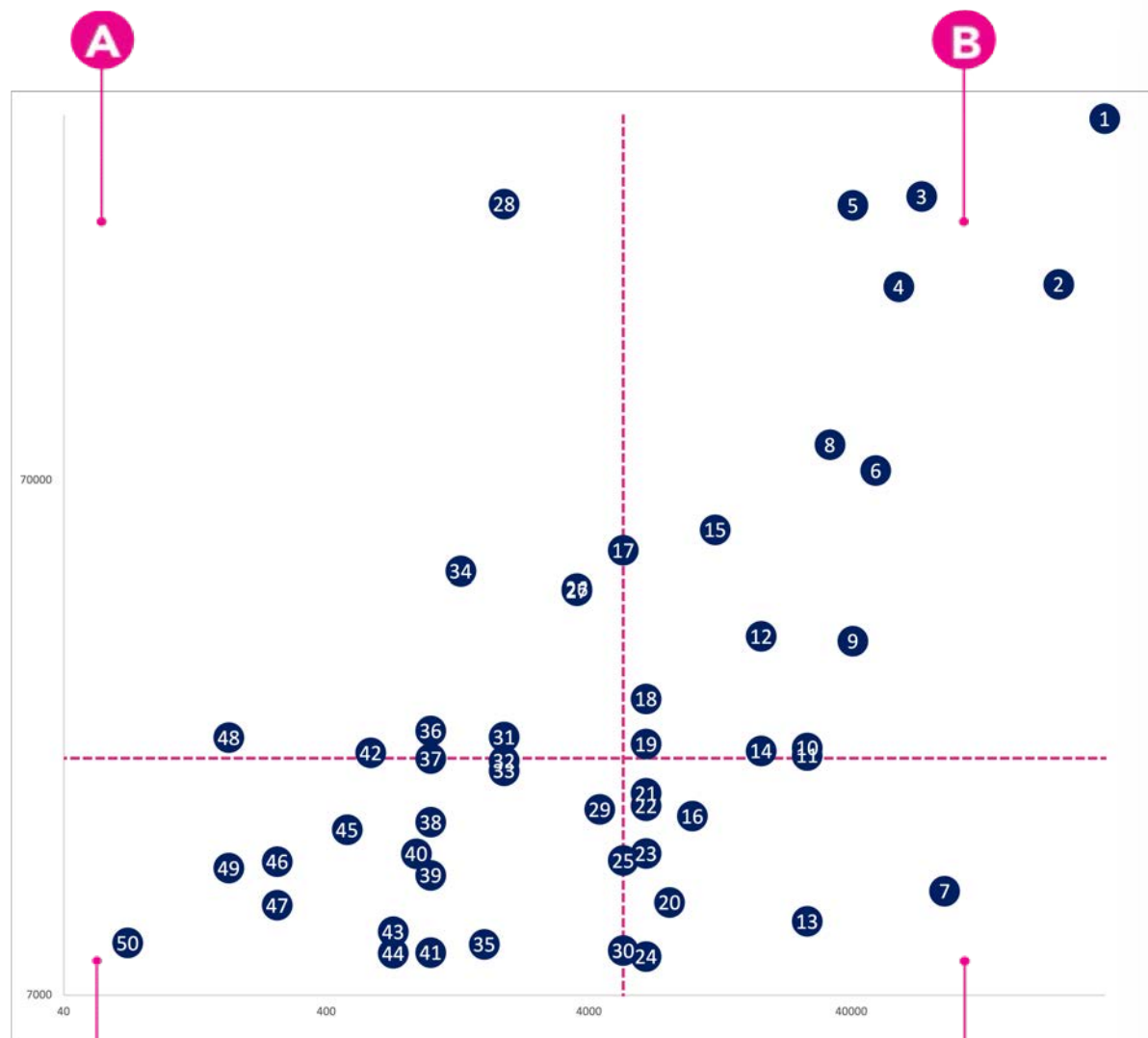
Site	Brand Searches (Per month)	Owned Social Score	Rank
ferrerorocher.com	90500	38030	1
lindt.co.uk	40500	14350	2
hotelchocolat.com	368000	971	3
fortnumandmason.com	246000	1342	4
cadbury.co.uk	74000	2490	5
snickers.co.uk	27100	820	6
jellybelly.co.uk	6600	3000	7
uk.tonyschocolonely.com	40500	403	8
thorntons.com	60500	258	9
bettys.co.uk	33100	432	10
candykittens.co.uk	27100	324	11
sweetzy.co.uk	18100	206	12
sponge.co.uk	18100	156	13
swizzels.com	6600	393	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
hancocks.co.uk	49500	33	15
onepoundsweets.com	3600	458	16
greenandblacks.co.uk	4400	356	17
chucklingcheese.co.uk	6600	138	18
godivachocolates.co.uk	6600	137	19
montezumas.co.uk	9900	86	20
americansweets.co.uk	27100	21	21
candymail.co.uk	5400	102	22
chococo.co.uk	5400	89	23
bakerdays.com	1900	241	24
funkyhampers.com	3600	80	25
monmoreconfectionery.co.uk	6600	43	26
postedsweets.co.uk	1900	95	27
wholesalesweets.co.uk	12100	11	28
friars.co.uk	5400	24	29

Traffic Scores



Brand Searches

A

High traffic scores with low brand searches is a reflection of stronger performance in ranking for generic search terms, but weaker performance in prospects that come looking for you. Digital PR efforts can assist in growing these brands.

B

High traffic scores with high brand searches. This is where everybody wants to be. These campaigns rank well for generic search terms, and swathes of people are coming looking for these guys. The pinnacle.

C

Low traffic scores and low brand search campaigns are green with a lot of scope for growth. Onsite and offsite SEO can be utilised to start to make gains on both fronts.

D

Low traffic scores and high brand searches are reflective of campaigns that do a great job on a brand front in attracting prospects, but perhaps lack the ability to share an even footing with competitors on generic search rankings.

Brand Searches

Vs Traffic Scores

Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

Key:

hotelchocolat.com	1	snickers.co.uk	13
fortnumandmason.com	2	sponge.co.uk	14
cadbury.co.uk	3	wholesalesweets.co.uk	15
thorntons.com	4	montezumas.co.uk	16
lindt.co.uk	5	candymail.co.uk	17
hancocks.co.uk	6	swizzels.com	18
ferrerorocher.com	7	americanfizz.co.uk	19
betty's.co.uk	8	mrsimms.co	20
uk.tonyschocolonely.com	9	monmoreconfectionery.co.uk	21
candykittens.co.uk	10	chucklingcheese.co.uk	22
americansweets.co.uk	11	godivachocolates.co.uk	23
sweetzy.co.uk	12	jellybelly.co.uk	24

Brand Searches Vs Traffic Scores

Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

Key:

chococo.co.uk	25	appletonsweets.co.uk	38
onepoundsweets.com	26	thesweetstore.co.uk	39
funkyhampers.com	27	bulkwholesalesweets.co.uk	40
cadburygiftsdirect.co.uk	28	jlbrooks.co.uk	41
greenandblacks.co.uk	29	americancandystores.co.uk	42
friars.co.uk	30	hswholesalesweets.co.uk	43
bakerdays.com	31	giantbradleyssweetshop.com	44
aquarterof.co.uk	32	handycandy.co.uk	45
postedsweets.co.uk	33	thesweetiejar.co.uk	46
sosweetshop.co.uk	34	sweetgenie.co.uk	47
kandyking.co.uk	35	oldestsweetshop.co.uk	48
chocolatetradingco.com	36	thesweetboxshop.com	49
treasureislandsweets.co.uk	37	usafoodstore.co.uk	50



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

Patisserie Valerie

Patisserie Valerie, partnered with Salience to aggressively grow their digital footprint following a landmark partnership with Sainsbury's. Like many digital campaigns, the goal is to acquire new traffic. However, we set a precedent from the start - no vanity metrics allowed. Traffic must have the intent to buy.

Following our discovery process, we identified a huge opportunity to implement 4 new site categories targeting high intent customers.



Patisserie Valerie

These categories were:

- **Occasions (birthdays, anniversaries etc)**
- **Flavour (red velvet, chocolate etc.)**
- **Recipient (for him, her, kids)**
- **Type (Carrot, Gateau etc.)**



Throughout the implementation & launch, we held customer intent and user experience at the heart of our strategy.

Each new category needed a reason for its existence.

Copy was implemented on each page to highlight the brand's history, unique selling points and delicious cakes. Written to be sincerely useful, while giving search engines a chance to recognise the page's purpose.

Sticking to our principles, we quickly saw results

- **67% increase in sessions**
- **52% increase in ranking keywords**
- **The new rankings were across our new high intent categories.**

We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



Got a

Come across any head-scratchers in this report so far?

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Email us



Call us



Live Chat

Question?



// **Salience.**