

// Salience.

# Confectionery

Salience Index 2024



6 Month Report

“ This **report** is a brief  
run through of digital  
performance for last 6  
months in the **Online  
Confectionery Sector**.

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



# Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this 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 nine key performance indicators provide 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.

**Brett Janes**  
**Managing Director**  
01244 564 501  
brett@salience.co.uk



# 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.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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**Online Confectionery Sector** has seen a 6% increase in overall organic visibility within the last 6 months.

# 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."

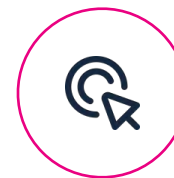
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

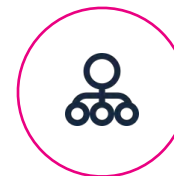
### How it's calculated:



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

# 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 Findings

Top 5 winners

01 *Cadbury*

02 FORTNUM  
& MASON  
EST 1707

03 *Bettys*  
EST. 1919

04 *Thorntons*

05 Patisserie  
Valerie

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  BuyWholefoodsOnline  
.co.uk

02  HOTEL  
Chocolat.

03  American  
Sweets  
Americansweets.co.uk

04  SoSweet

05  ROCOCO  
Chocolates



On the opposite end of the spectrum, these brands have had the biggest visibility 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	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
hotelchocolat.com	1	-	348,649	364,891	-4%	-10%
cadburygiftsdirect.co.uk	2	-	251,392	256,952	-2%	-8%
partydelights.co.uk	3	-	244,889	243,943	-	-6%
cadbury.co.uk	4	+1	228,255	169,083	+35%	+29%
lindt.co.uk	5	-1	185,449	186,333	-	-6%
fortnumandmason.com	6	-	156,474	140,949	+11%	+5%
bettys.co.uk	7	-	101,389	83,224	+22%	+16%
thorntons.com	8	-	98,783	80,513	+23%	+17%
patisserie-valerie.co.uk	9	+3	83,464	69,097	+21%	+15%
onepoundsweets.com	10	+1	74,477	71,761	+4%	-2%
hancocks.co.uk	11	-2	71,764	75,697	-5%	-11%
candymail.co.uk	12	+1	64,788	58,561	+11%	+5%
wholesalesweets.co.uk	13	+2	52,917	48,628	+9%	+3%
buywholefoodsonline.co.uk	14	-4	51,655	72,526	-29%	-35%
sosweetshop.co.uk	15	-1	44,180	50,180	-12%	-18%
funkyhampers.com	16	+1	42,817	31,199	+37%	+31%
americancandystores.co.uk	17	-1	36,862	34,300	+7%	+2%
postedsweets.co.uk	18	+9	25,240	17,163	+47%	+41%
americancandyuk.co.uk	19	+4	23,323	17,964	+30%	+24%
swizzels.com	20	-	23,077	21,526	+7%	+1%
bakerdays.com	21	-3	22,903	25,253	-9%	-15%
sweetzy.co.uk	22	+13	22,470	13,446	+67%	+61%
treasureislandsweets.co.uk	23	+11	22,380	13,839	+62%	+56%
americanfizz.co.uk	24	-	20,737	17,937	+16%	+10%
monmoreconfectionery.co.uk	25	-	19,949	17,442	+14%	+8%
candykittens.co.uk	26	-4	19,884	18,405	+8%	+2%
qualitystreet.co.uk	27	+4	19,324	14,126	+37%	+31%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
chucklingcheese.co.uk	28	-	18,871	16,315	+16%	+10%
oldestsweetshop.co.uk	29	-8	18,771	21,212	-12%	-17%
chocolatetradingco.com	30	+13	18,736	10,909	+72%	+66%
americansweets.co.uk	31	-12	18,059	25,098	-28%	-34%
montezumas.co.uk	32	-2	17,014	14,164	+20%	+14%
sponge.co.uk	33	+3	16,403	12,942	+27%	+21%
thesweetstore.co.uk	34	-8	15,030	17,363	-13%	-19%
godivachocolates.co.uk	35	+2	13,705	12,750	+7%	+2%
handycandy.co.uk	36	-7	13,447	15,818	-15%	-21%
greenandblacks.co.uk	37	+2	13,300	12,094	+10%	+4%
bulkwholesalesweets.co.uk	38	+15	12,681	8,162	+55%	+49%
sweetieshoppie.co.uk	39	+6	12,112	10,442	+16%	+10%
usafoodstore.co.uk	40	-	11,272	11,715	-4%	-10%
appletonsweets.co.uk	41	-8	10,924	13,949	-22%	-28%
maltesers.co.uk	42	-	10,556	11,500	-8%	-14%
ferrerorocher.com	43	+7	10,489	8,849	+19%	+13%
thesweetiejar.co.uk	44	+14	9,942	6,909	+44%	+38%
mrsimms.co	45	+7	9,850	8,581	+15%	+9%
chococo.co.uk	46	-5	9,557	11,679	-18%	-24%
aquarterof.co.uk	47	+2	9,248	8,943	+3%	-3%
sweethampercompany.co.uk	48	-2	9,188	10,202	-10%	-16%
wholesalesweetsuk.co.uk	49	-17	8,703	14,089	-38%	-44%
hswholesalesweets.co.uk	50	+9	8,252	6,675	+24%	+18%
galaxychocolate.co.uk	51	+4	7,656	7,752	-1%	-7%
keepitsweet.co.uk	52	-4	7,637	9,398	-19%	-25%
pickandmix.com	53	-2	7,596	8,597	-12%	-18%
giantbradleysweetshop.com	54	+6	7,231	6,517	+11%	+5%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
jellybelly.co.uk	55	+1	7,092	7,318	-3%	-9%
jessicassweets.co.uk	56	+12	6,499	3,834	+70%	+64%
friars.co.uk	57	-13	6,167	10,486	-41%	-47%
snickers.co.uk	58	+7	6,143	5,237	+17%	+11%
kandyking.co.uk	59	+2	5,762	6,010	-4%	-10%
zapsweets.co.uk	60	-6	5,709	8,076	-29%	-35%
igp.com	61	+16	5,411	2,802	+93%	+87%
lovecocoa.com	62	-	5,328	5,826	-9%	-14%
milkybar.co.uk	63	-	5,287	5,286	-	-6%
aerochocolate.co.uk	64	-	5,054	5,256	-4%	-10%
retro-sweet.co.uk	65	-8	4,653	7,078	-34%	-40%
rococochocolates.com	66	-19	4,324	10,167	-57%	-63%
liggyscakes.co.uk	67	-1	4,151	5,173	-20%	-26%
allmarksweets.co.uk	68	+1	4,150	3,826	+8%	+3%
nutspick.co.uk	69	+1	3,872	3,811	+2%	-4%
neuhauschocolates.com	70	+5	3,813	2,929	+30%	+24%
royalsweets.co.uk	71	+20	3,654	1,527	+139%	+133%
divinechocolate.com	72	+11	2,914	2,289	+27%	+21%
daffydowndilly.co.uk	73	+5	2,762	2,779	-1%	-7%
candyroom.co.uk	74	-7	2,730	4,370	-38%	-43%
sweets-4-all-events.co.uk	75	-3	2,560	3,041	-16%	-22%
oldfashionedsweetieshop.co.uk	76	+8	2,535	2,177	+16%	+11%
thesweetiepeople.co.uk	77	-3	2,256	3,018	-25%	-31%
saltirecandy.com	78	+9	2,256	1,803	+25%	+19%
ameliechocolat.co.uk	79	+3	1,982	2,316	-14%	-20%
bonbonsweets.co.uk	80	+8	1,842	1,726	+7%	+1%
guptas.co.uk	81	+4	1,821	1,848	-1%	-7%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
yourspanishshop.es	82	+10	1,820	1,394	+31%	+25%
sweetzonestop.co.uk	83	+3	1,772	1,810	-2%	-8%
thecandystoreonline.co.uk	84	-11	1,766	3,028	-42%	-48%
joyofsweets.com	85	+22	1,612	617	+161%	+155%
sugarsin.co.uk	86	+3	1,557	1,594	-2%	-8%
candyworlduk.com	87	+7	1,423	1,110	+28%	+22%
chocolateandlove.com	88	+8	1,406	989	+42%	+36%
sweetandglory.com	89	+14	1,389	679	+105%	+99%
heysweetieshop.co.uk	90	-14	1,357	2,866	-53%	-59%
ijustwannacandy.co.uk	91	-20	1,326	3,390	-61%	-67%
heavenlysweets.co.uk	92	-13	1,319	2,726	-52%	-58%
sugarrushshop.co.uk	93	-13	1,299	2,448	-47%	-53%
sweetsandtreatswholesale.co.uk	94	-1	1,207	1,160	+4%	-2%
sweetmunchies.co.uk	95	+43	993	46	+2059%	+2053%
sweetlandlondon.com	96	+2	971	914	+6%	-
stockleys-sweets.co.uk	97	+12	881	570	+55%	+49%
biltong.co.uk	98	+1	787	907	-13%	-19%
sugarrushsweeties.co.uk	99	-4	782	1,101	-29%	-35%
candylandsweets.uk	100	+8	761	588	+29%	+24%

**Industry  
Variance**  
**+6%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 6% increase in overall organic growth within this industry.

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

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Awards**



# 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 months' 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.



**10+** 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](#)

# 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**

[View Case Studies](#)

# 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	120%
chocolate bars	40500	120%
cocoa bar	40500	120%
mints	22200	6%
bonbons	12100	14%
truffles candy	9900	15%
dairy milk chocolate	8100	15%
chocolate bean	6600	8%
candies store	4400	68%
gluten free crisps	4400	7%
bon bons	3600	16%
crunchie candy bar	2900	74%
healthy crisps	2900	21%
low calorie crisps	2900	15%
80s chocolate bars	2400	2450%
blue lollies	1900	65%
dairy milk chocolate bar	1900	33%
ginger mints	720	59%
70 dark chocolate	590	63%
chocolate liqueurs candy	480	187%
liquor chocolate candy	480	187%
confectionery shop	480	203%
confectionery store	480	203%
shop for confectioners	480	203%
85 dark chocolate	480	72%
crisp chocolate bar	480	282%
jelly beans sweets	390	797%
sweets jelly beans	390	797%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
hotel chocolat	368000	20%
ferrero rocher	90500	7%
cadbury	74000	47%
hancocks	49500	40%
maltesers	40500	15%
lindt	33100	74%
quality street	33100	6%
sponge	22200	8%
buy whole foods online	12100	22%
mr simms	8100	5%
godiva chocolates	6600	32%
swizzels	6600	7%
chococo	5400	40%
chocolate trading co	1300	22%
treasure island sweets	1000	36%
sweetie shoppie	480	30%
the sweetie jar	320	32%
usa food store	70	21%



## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
sweet boxes	12100	-18%
vegan sweets	12100	-6%
vegetarian sweets	12100	-6%
retro confectionery	9900	-29%
retro sweets	9900	-29%
sour sweets	6600	-18%
british candy bars	6600	-6%
british chocolate bars	6600	-6%
keto jelly sweets	4400	-93%
candy bars	4400	-29%
bulk buy sweets	4400	-18%
drumstick lolly	4400	-12%
sweet tubs	3600	-30%
90s sweets	3600	-23%
sweets in a tub	3600	-18%
tubs for sweets	3600	-18%
80s confectionery	2900	-29%
80s sweets	2900	-29%
1970s sweets	2400	-38%
sweets from the 70's	2400	-38%
giant jelly bear	2400	-24%
personalised sweet	2400	-18%
british vegan sweets	2400	-23%
retro sweet hamper	1900	-40%
quarterback crisps	1300	-29%
american chocolate bars	1000	-54%
the big biscuit box	1000	-76%
sugar free jelly bears	1000	-49%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
fortnum and mason	246000	-12%
patisserie valerie	60500	-18%
party delights	40500	-42%
american sweets	27100	-6%
sweetzy	18100	-7%
wholesale sweets	8100	-18%
american fizz	8100	-18%
chuckling cheese	5400	-42%
candy mail	5400	-14%
funky hampers	5400	-17%
green and blacks	5400	-6%
thortons	4400	-87%
one pound sweets	4400	-33%
cadbury gifts direct	2900	-17%
american candy uk	2400	-28%
a quarter of	2400	-21%
wholesale sweets uk	2400	-16%
baker days	2400	-11%
posted sweets	1900	-27%
so sweet shop	1600	-29%
the sweet store	1000	-18%
appleton sweets	1000	-8%
handy candy	720	-28%
hs wholesale sweets	590	-39%
american candy stores	590	-38%
oldest sweet shop	170	-13%
sweet hamper company	90	-48%



**Hotel Chocolat** has  
generated the greatest  
increase in brand awareness  
QoQ.

**Hats off to all the teams  
involved!**



**Brett Janes**  
**Managing Director**

01244 564 501  
Brett@saliency.co.uk

[Book a Chat](#)

# Ooo Nice Clients...

**Dreams**

**carpetright.**

*Lindt* 

HARVEY MARIA®  
— FABULOUS FLOORS —

**sunny**

 **early  
learning  
centre**

**PÂTISSERIE  
VALERIE**

  
**FLOORING KING**

  
**The Entertainer**  
TheToyShop.com

**PAPIER**

 **BRITA®**

 **JUSTMYLOOK**

  
**TOTALLY wicked®**

**LiveScoreBet™**

  
**healthspan**

**PORCELANOSA**



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

# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# 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?





// **Salience.**