

Mars ITR introduces new Maltesers merchandising unit for travel retailers



Mars Wrigley Confectionery International Travel Retail has developed a new bespoke merchandising unit for Maltesers that is now available to retailers internationally

Following the launch of the Maltesers brand in the US in 2016 and marketing focus throughout Asia Pacific, the bite-sized chocolate brand from Mars Wrigley Confectionery is focusing attention on its global travel retail presence.

“We’ve seen significant interest and growth in the brand throughout the Asia Pacific region thanks to strong marketing efforts,” said Raghav Rekhi, Mars International Travel Retail Category Director. “Consumers in Asia love the lighter chocolate experience and the malt flavor profile of Maltesers.”

One market seeing significant growth is Australia, where the Maltesers brand has been present since 1979. Strong year-on-year growth has been driven by a number of strong domestic campaigns, with a

heavy focus on social media. Additionally, Australia was the first market globally to launch a new TVC “Best Weekend” in January 2019 (see the YouTube video at <https://www.youtube.com/watch?v=ym11uB1qVUQ>)

Now the number one chocolate brand in Hong Kong, Maltesers is finding increasing favor with the Chinese, experiencing significant sales growth since being introduced to the market in 2014.

Mars Wrigley Confectionery International Travel Retail has reacted to increased demand in global travel retail with a new bespoke merchandising unit for Maltesers that is now available to retailers internationally.

“We started with a Maltesers unit for a downtown store in Shanghai last year which proved very successful indeed,” explained Rekhi. “It’s very bright and eye-catching and the predominantly red packaging of the brand obviously works well in Asia.

“However, we considered that a smaller footprint would be more suitable for airports generally. We wanted a unit that would be adaptable and versatile for positioning wherever there was a possibility for a secondary siting and the result is a 60 square centimeter unit that’s perfect for purpose. We are now actively proposing this to retailers.”

The unit holds three Maltesers products: 440g bucket, 300g pouch for sharing, and 360g box for gifting.