

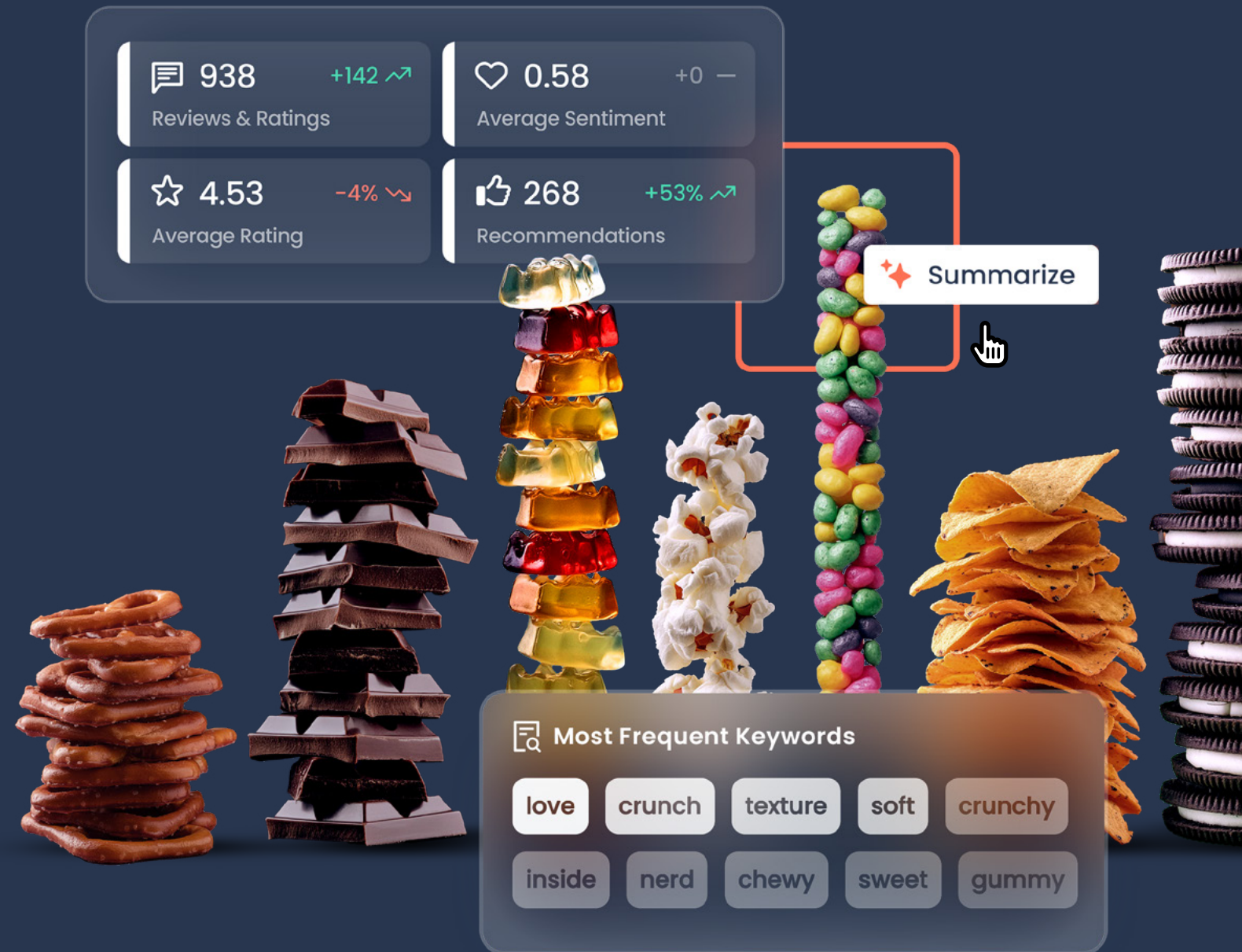


Sweet & Salty Snack Trends Unwrapped

Product Review Insights Report

2025 EDITION

Now Featuring
Shoppers' Choice
Product Awards



Let's dig in.



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We crunched the numbers.

Data collected from 1/1/2018–2/21/2025

6.9M

Reviews & Ratings

78K

Promotional Reviews Found

1,289

Products

3

Retailers



Amazon



Walmart



Target

265

Brands

About Yogi

Yogi combines the power of AI and deep machine learning to transform mountains of consumer feedback data into clear, actionable intelligence.

Report prepared by



Sogyel Lhungay

VP of Insights

TRUSTED BY



Chips

Reviews	108,814
Avg Rating	3.55 ★
Avg Sentiment	0.16
% Volume	28.46

Lay's

Doritos

POPCORNBERRIES

PRINGLES

KETTIE

Ruffles

On the Border

Frito Lay



Pretzels

Reviews	24,079
Avg Rating	3.56 ★
Avg Sentiment	0.15
% Volume	6.30

SNYDER'S OF HANOVER

Dot's Pretzels

Cookies

Reviews	67,978
Avg Rating	4.32 ★
Avg Sentiment	0.53
% Volume	17.78

OREO

Chips Ahoy!

Candy & Chocolate

Reviews	70,868
Avg Rating	4.13 ★
Avg Sentiment	0.42
% Volume	18.54

HERSHEY'S

Reese's

QUEST NUTRITION

Lindt

M&M's

FERRERO ROCHER

Trail Mix, Snack Nuts, Dried Fruit

Reviews	62,549
Avg Rating	3.75 ★
Avg Sentiment	0.19
% Volume	16.36

PLANTERS

BLUE DIAMOND ALMONDS

Wonderful PISTACHIOS

Crackers

Reviews	24,225
Avg Rating	3.81 ★
Avg Sentiment	0.29
% Volume	6.34

Goldfish

CHEEZ-IT

RITZ

Simple Mills

HAPPY BELLY

Popcorn

Reviews	23,829
Avg Rating	3.77 ★
Avg Sentiment	0.22
% Volume	6.23

Smartfood

Lesser Evil

SKINNY POP POPCORN

ANGIE'S



Promotional Review Impact

On average, promotional reviews were +0.80 stars higher than organic reviews.

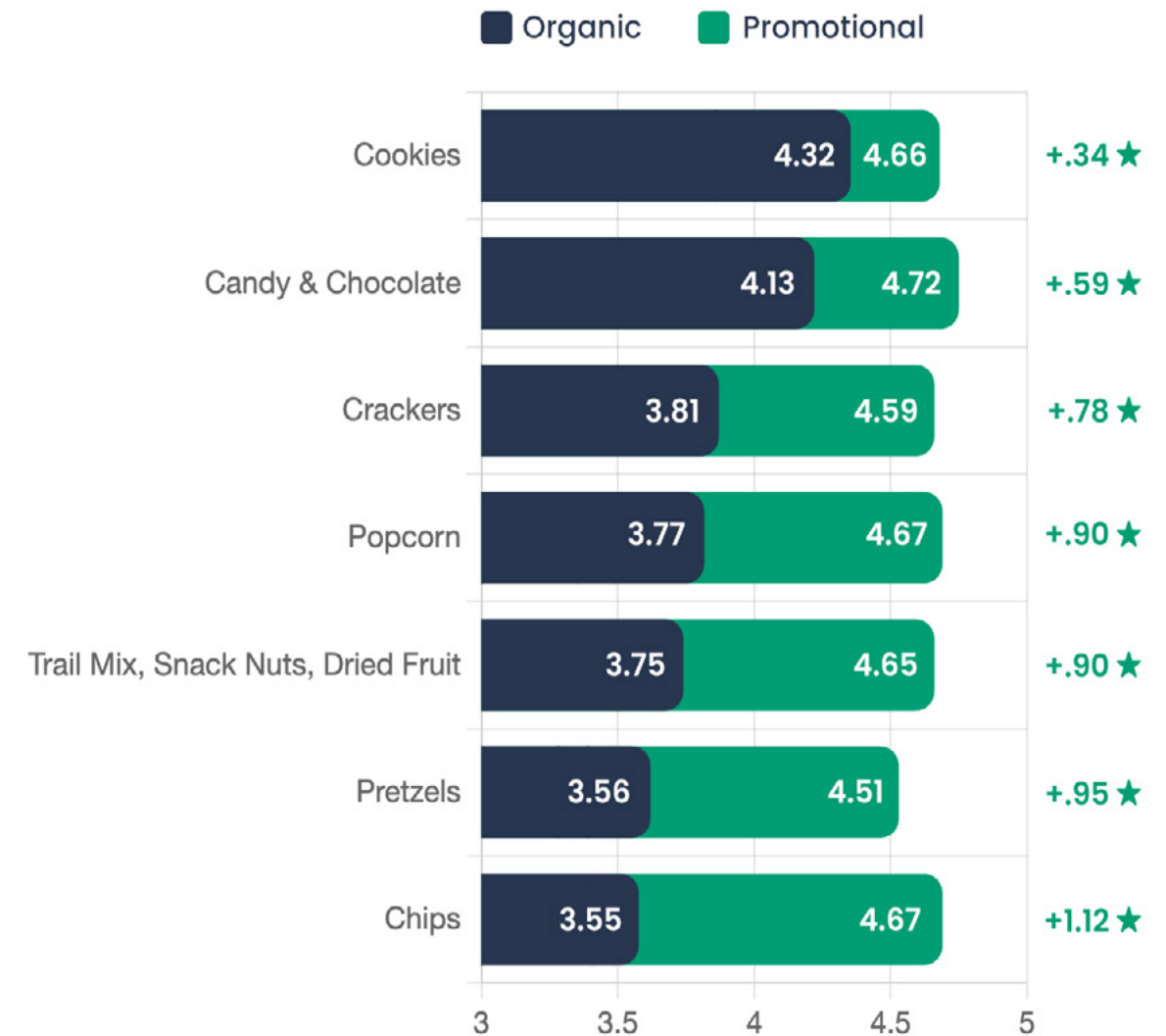
This indicates that they can be a valuable investment to bolster your product ratings. On the flip side, promotional reviews paint a rosier picture than unincentivized reviews and are therefore excluded from the rest of this report.

BRAND TIP

When analyzing consumer reviews, it's important to delineate between organic and promotional reviews to get a true sense of how consumers are reacting to a product or experience.

 *Yogi automatically identifies and tags incentivized reviews.*

Organic Vs. Promotional Reviews: Avg. Star Rating



"Promotional" refers to reviews Yogi detected as written for Amazon Vine or Walmart Spark; AND reviews that mention receiving discounts or promotions for writing the review; Date Range: 1/1/2022–2/21/2025



Divergent Ratings

The average organic star rating across snacking categories diverges dramatically.

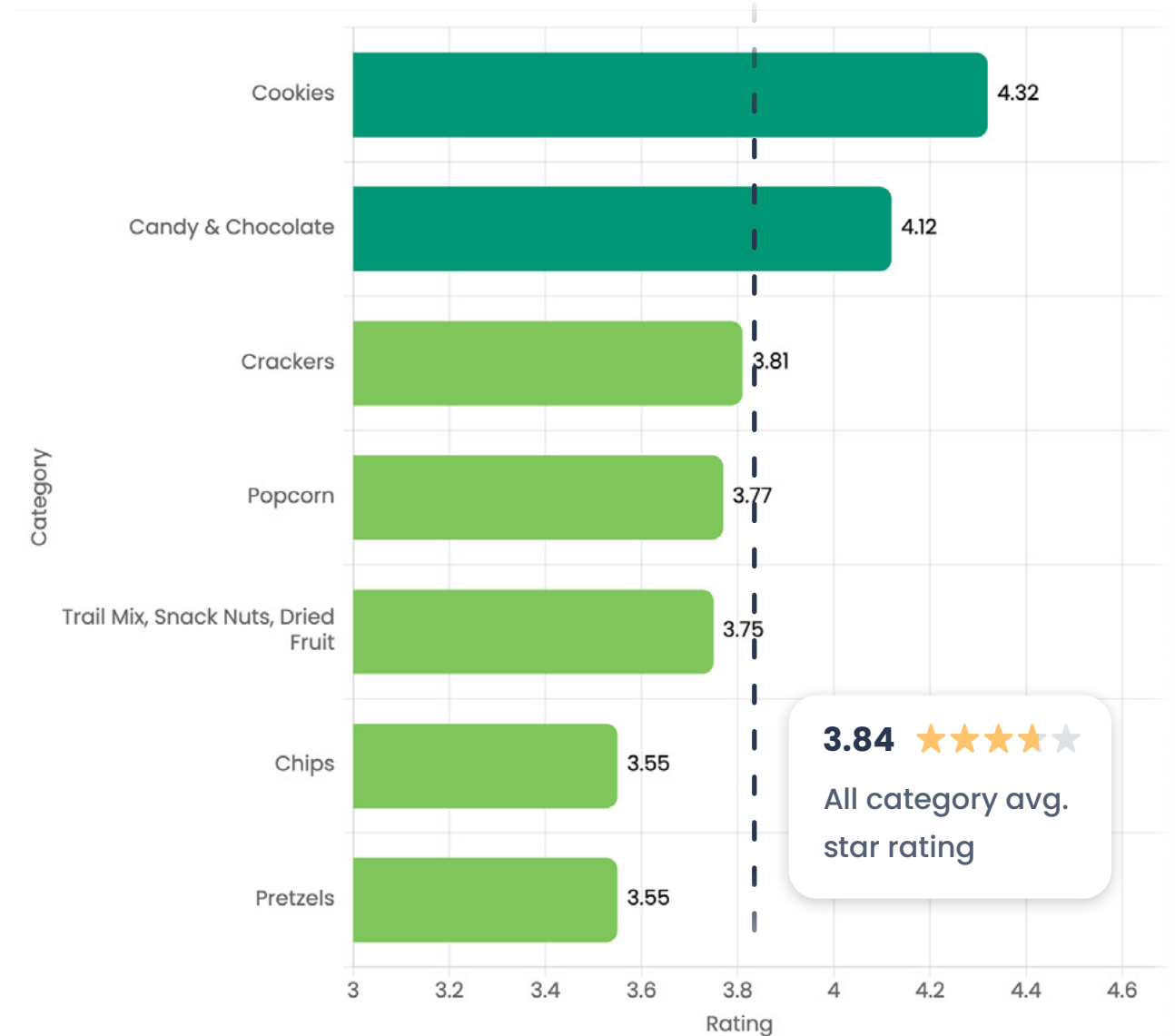
Cookies and Candy & Chocolate average well over 4 stars, and Pretzels and Chips average in the 3.55 range, well below the overall average of 3.84 stars.

BRAND TIP

All star ratings aren't created equal. When benchmarking, it's critical to do so against your own category and sub-category.

A 4-star rating for a category like chips that averages 3.6 may be considered high. Conversely, the same rating for the cookies category falls far below the average. Compare competitive reviews for similar products to get a more nuanced understanding of consumer perception.

Organic Reviews: Avg. Star Rating by Category



Date Range: 1/1/2022–2/21/2025

✦ Summarize

Freshness is
a universal
consumer pain
point within the
snack space.

Freshness

33,433 +82% ↗
Reviews & Ratings

-0.1 -0.01 ↘
Average Sentiment

2.82 -5% ↘
Average Rating

1,018 -39% ↘
Recommendations

Yogi Key Themes

#1 Freshness: Expiration Date (47.23%)

Many reviewers expressed disappointment and frustration at receiving products that were already expired or very close to their expiration date. This was a common issue across various food items like nuts, seeds, popcorn, and cookies.

#2 Freshness: Shelf-life & Longevity (23.17%)



Downward Drivers

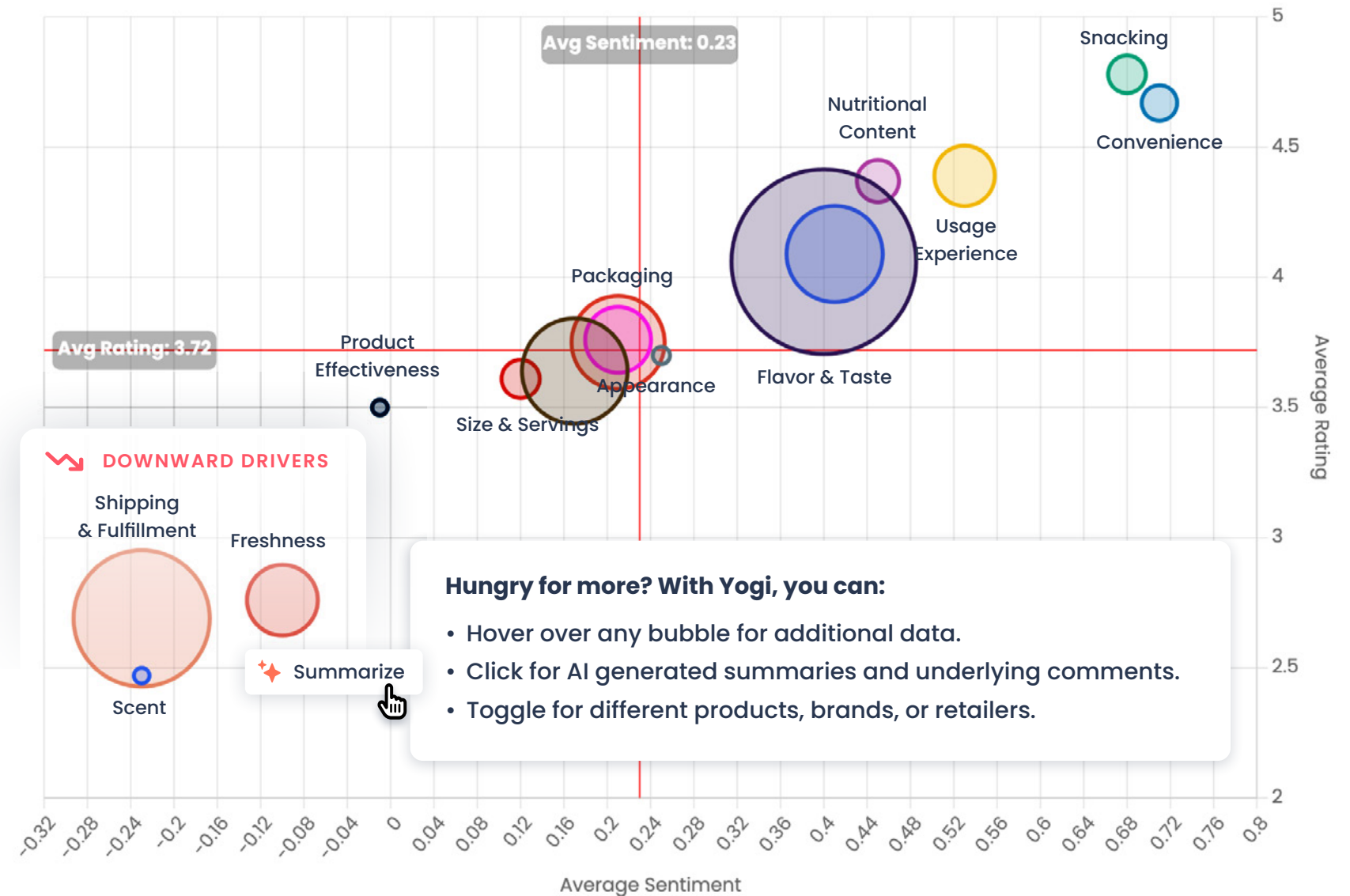
‘Shipping & fulfillment’ and ‘freshness’ are the greatest drivers of negative customer sentiment.

Proper data visualization is key to understanding what drives sentiment.

A bubble chart such as this one allows you to visualize the consumer conversation at a glance. You can see which topics are:

- **Talked about the most** (bubble size)
- Talked about the **most positively** (right quadrants) or **negatively** (left quadrants)
- Talked about in **reviews with high star ratings** (top quadrants) or lowest star ratings (bottom quadrants)

Selected Themes: Average Star Rating x Avg. Sentiment

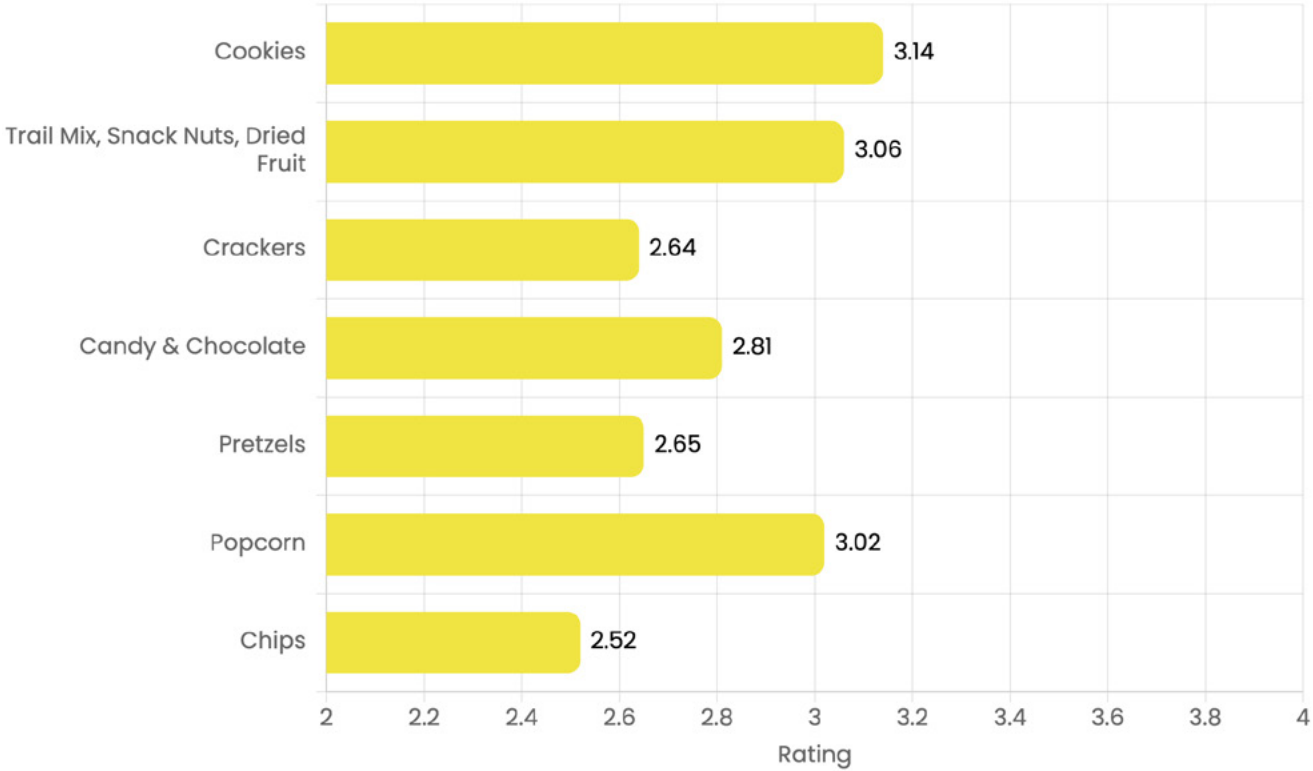


Lack of ‘freshness’ hits Pretzels, Popcorn, and Chips the hardest.

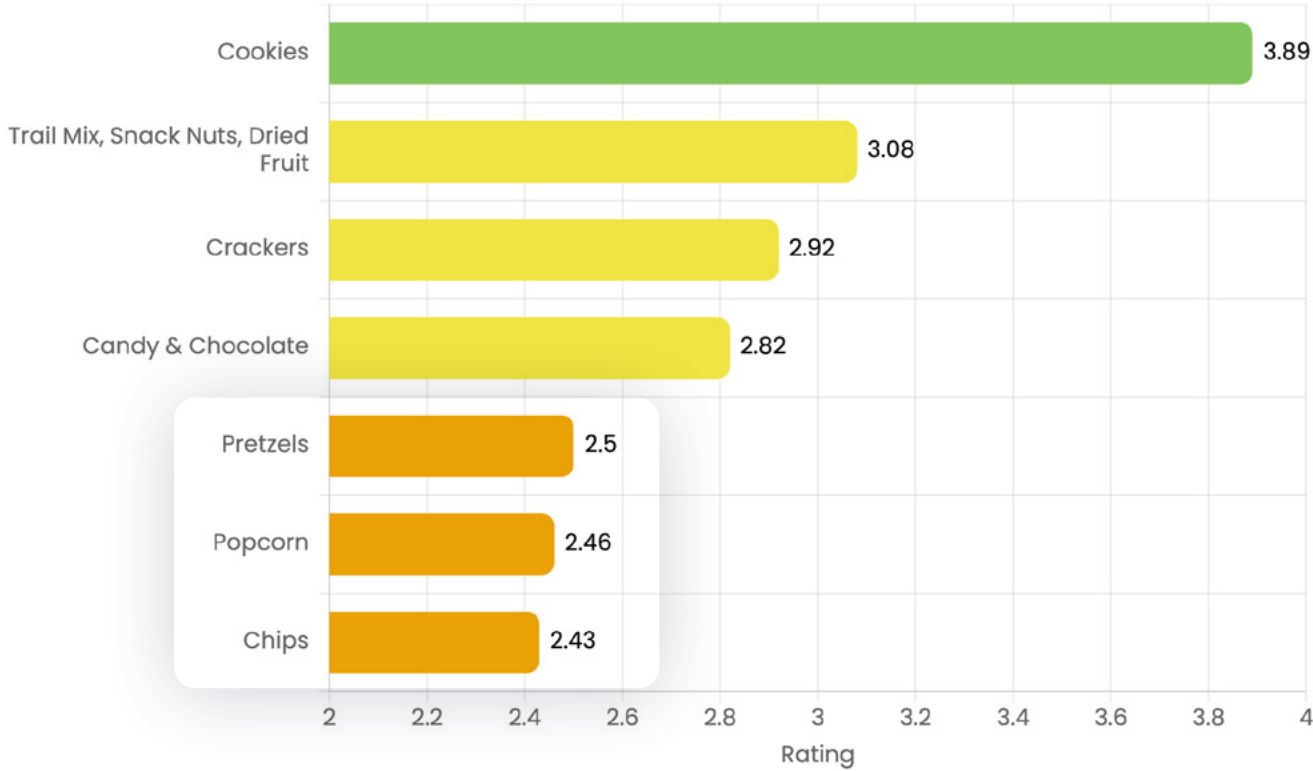
‘Shipping & fulfillment’ and ‘freshness’ issues are both universally dragging down avg. star ratings in each snacking category; however, lack of ‘freshness’ is negatively impacting the Pretzels, Popcorn, and Chips categories most significantly.

Theme Avg. Star Rating by Category

Shipping & Fulfillment



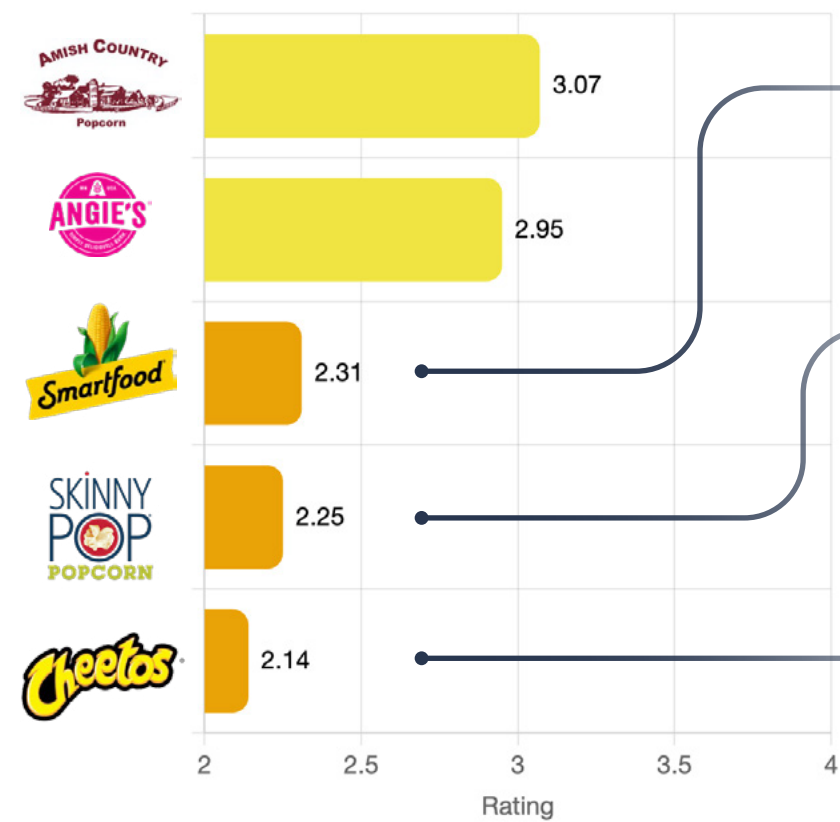
Freshness



Products are often stale upon arrival.

‘Shipping & fulfillment’ sentiment is driven down for most popcorn brands due to products that arrived stale – often due to arriving after or near the expiration date

‘Freshness’ Avg. Star Rating by Brand



Excludes brands with <100 mentions of “freshness” theme



YOGI AI THEME ANALYSIS

Downward Drivers

Expired or Close to Expiration upon Delivery:

Many reviewers expressed disappointment and frustration at receiving popcorn products that were already expired or very close to their expiration date upon delivery. Some had to discard most or all of the product.
“Popcorn was delivered on June 10th, and they all expired on June 4th!!!”

Stale and Lacking Freshness:

A significant number of reviewers reported receiving stale popcorn that lacked freshness. They described the popcorn as tasting old, having a weird smell or flavor, and being chewy or hard to chew. Many mentioned receiving multiple bags or boxes that were stale, despite not being expired.
“Many bags were stale even though not expired.”

Short Expiration Dates:

Many reviewers expressed frustration with receiving products that had very short expiration dates, often just a few at weeks or days from the delivery date. This left little time to consume the snacks.
“I just received my order (08/18/22) but all the bags expire on 08/23/22.”

While there are universal issues in the popcorn category, each brand has positive attributes driving up sentiment.

 BRAND TIP

Having a deep understanding of upward and downward drivers of sentiment allows your team to:

- React quickly to issues driving down sentiment
- Use consumer intelligence data to inform innovation
- Find ways to enhance the customer experience
- Align instructions, product claims, and campaigns to the things consumers care about most.



YOGI AI THEME ANALYSIS

 Upward Drivers



Variety of Flavors:

Reviewers appreciated the variety of flavors offered in the popcorn assortments, which included favorites like kettle corn, white cheddar, and movie theater butter.
"I especially loved the variety of flavors!"



Healthy and Satisfying Snack:

Many reviewers praised SkinnyPop popcorn as a healthy and satisfying snack option that allows them to indulge without feeling guilty. They appreciated its low calorie, low fat, and low sodium content, making it a guilt-free alternative to other unhealthy snacks.
"I could really enjoy it without feeling guilty about the calories."



Highly Addictive and Hard to Stop Eating:

Many reviewers expressed that these snacks were incredibly addictive and difficult to stop eating once they started. They often found themselves finishing an entire bag in one sitting.
"I finish a bag without noticing."

Popcorn 'Freshness' Theme: Avg. Star Rating by Retailer



The 'freshness' theme drives the most negative customer feedback at Amazon.

In contrast, reviews on Target mentioning the theme are a whopping **0.65 stars higher**.

 BRAND TIP

Avoid wasting time in the wrong areas and prioritize the most impactful initiatives first. **By breaking consumer feedback down by unique retailers, you'll get a more nuanced understanding, supercharging your VoC analysis.**

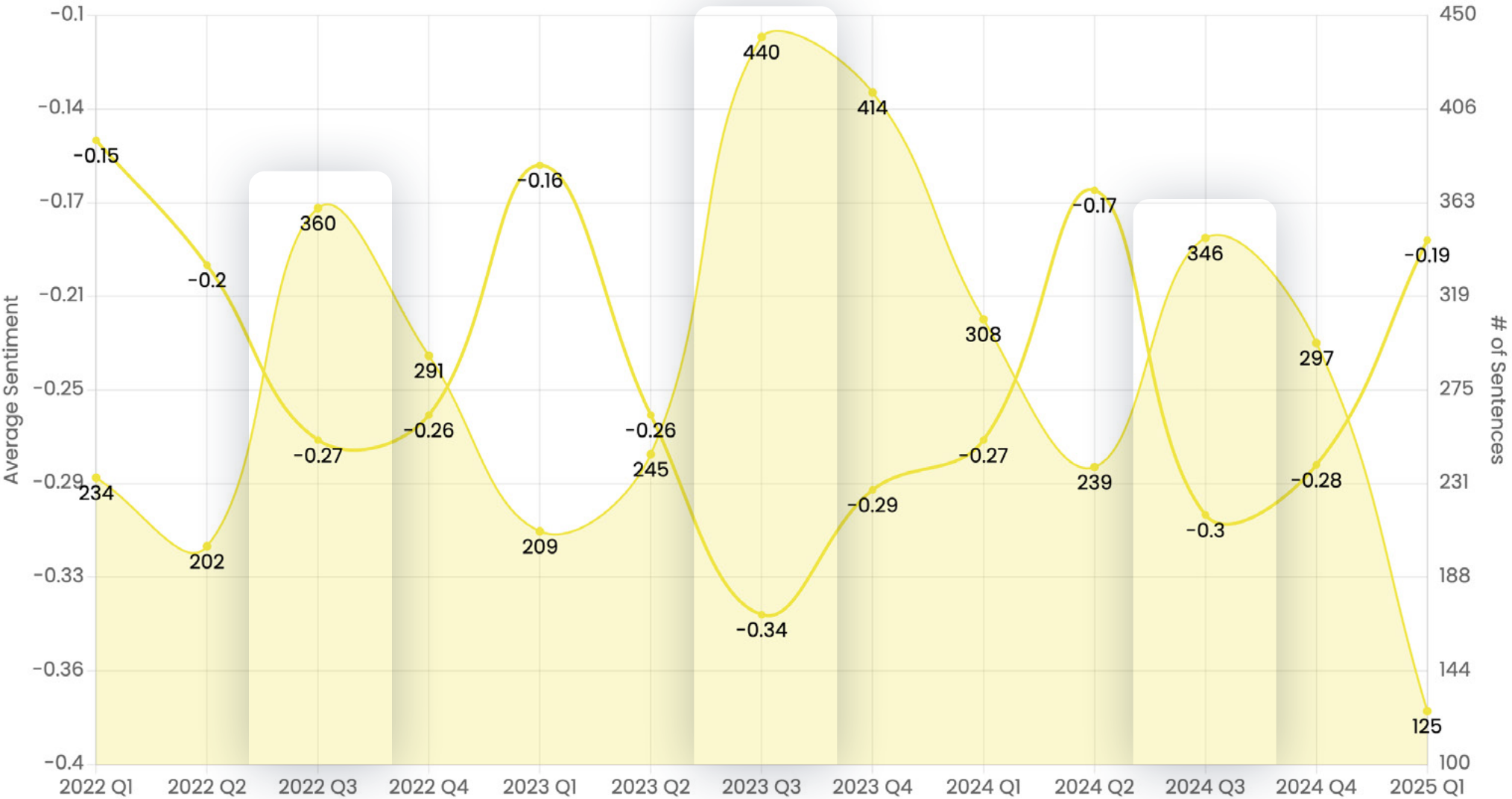
In this example, we see consumers have more negative feedback on 'freshness' when they're reviewing popcorn products sold on Amazon.

 *Yogi crawls 350+ e-commerce sites in 50+ countries to make retailer-specific analysis a breeze.*

People mention popcorn ‘freshness’ most in Q3.

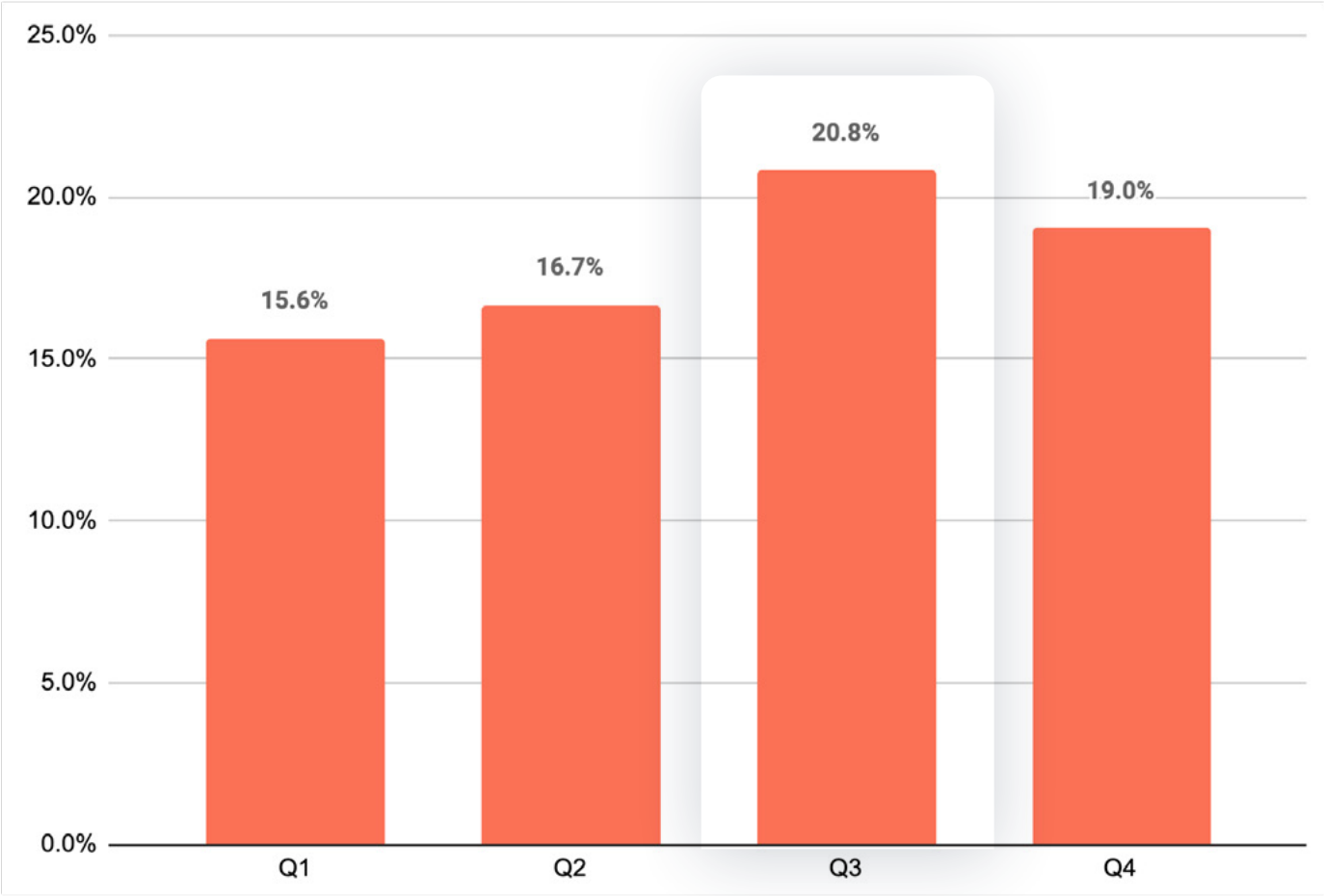
Looking at data historically, there is a clear Q3 seasonality spike for ‘freshness’ mentions for Popcorn reviews.

‘Freshness’ Theme: Popcorn



Note: Only organic (non-promotional) written reviews shown; Date Range: 1/1/2022–2/21/2025

% Of 'Freshness' Mentions Out of All Reviews



■ % of "Freshness" Mentions out of all Reviews

Note: Only organic (non-promotional) written reviews shown; Date Range: 1/1/2022–2/21/2025

20.8% of popcorn reviews in Q3 mention it.

Over the last 3 years, mentions (including complaints) of 'freshness' particularly peak in Q3.

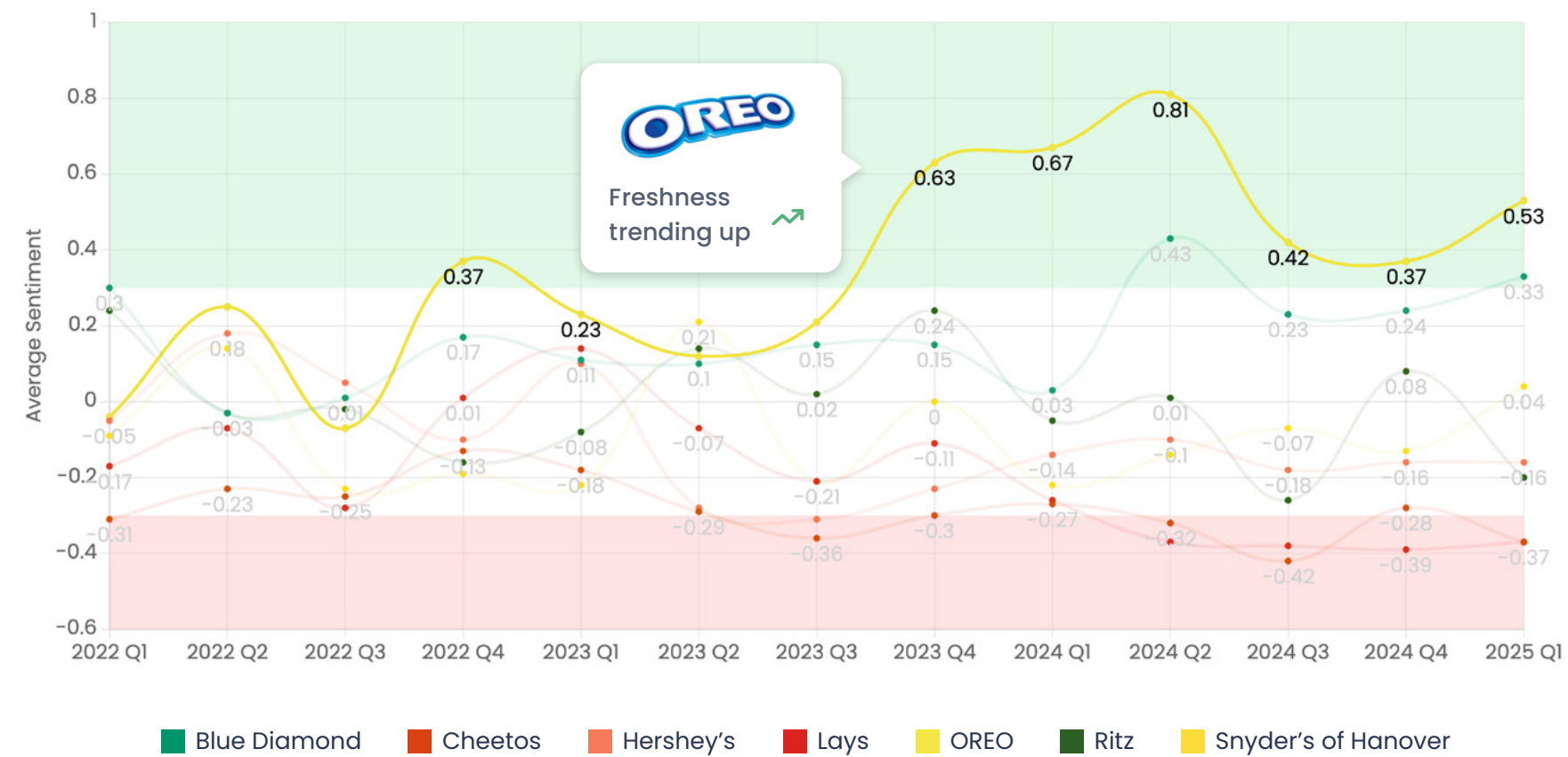
💡 BRAND TIP

While keeping a pulse on in-the-moment sentiment should be part of your operational rhythm, **seeing how customer sentiment trends over time can unlock critical insights.** Pinpoint seasonal or recurring issues to plan for or prevent.

Not all brands are failing in ‘freshness.’

Other brands can learn from Oreo’s outperformance on ‘freshness’ – they have positive sentiment on ‘freshness’ that is trending up due to individualized packaging.

‘Freshness’ Theme: Avg. Sentiment by Brand



Note: Selected 7 representative brands from each of the snack categories

YOGI AI THEME ANALYSIS

Packaging Preserves Freshness:

Many reviewers credited the packaging of Oreo cookies for helping to maintain their freshness. They noted that the packaging, which often includes foil-like interiors or individual wrapping, effectively keeps the cookies fresh for a long time after opening.

BRAND TIP

Analyze specific themes within your reviews closely. By comparing your brand’s theme sentiment against direct competitors, you may find you are outperforming in ways you weren’t aware of or that a lone competitor is winning the conversation around an important claim your product also makes.

Consumers are rewarding format innovation.

Most Frequent Keywords

love crunch texture soft crunchy
inside nerd chewy sweet gummy

Avg Sentiment: 0.77
Frequency: 23
of Reviews: 23
of Sentences: 23

Sentences

★★★★★

04/20/2023

OMG! I love this candy. I am obsessed.
The crunchy outside and soft chewy
inside. I can't get enough.

Walmart · Jessica

★★★★★

04/17/2023

Starburst, Nerds, and Albanese lead the pack.

Among candy brands with at least 100 reviews since January 2022, Starburst, Nerds, and Albanese stand out. **Nerds also boasts the highest number of reviews (1,926 organic written reviews), driven entirely by the wildly popular Nerds Gummy Clusters.**

NERDS GUMMY CLUSTERS HYPE



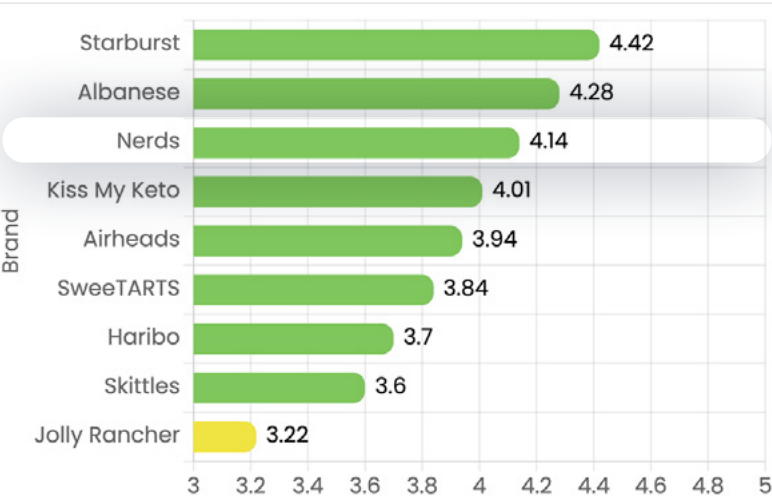
Nerds Gummy Clusters were released in 2020, and won the 2021 Sweets & Snacks “Best in Show” Award. They are similar to chopped-up Nerds Rope but with a better ratio of Nerds to gummy.

Several articles discuss the addictive hype:

- Confection giants find gummy sales anything but soft
- How Gummy Clusters became Nerds’ hero product
- Ferrara Candy’s sweet success: How NERDS gummy clusters took the nation by storm

Brand Rating

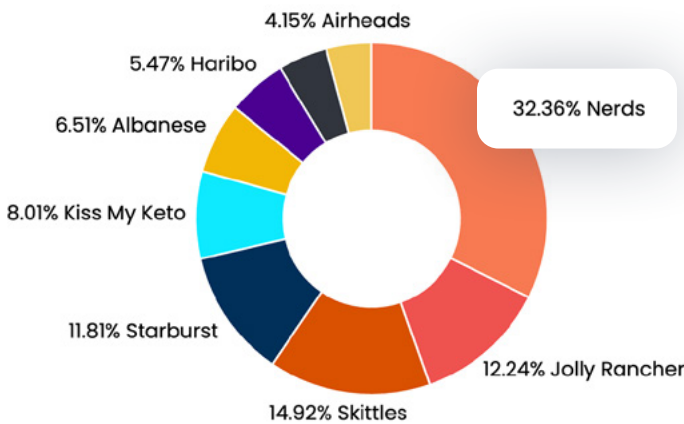
Selected Candy Brands



Only organic (non-promotional) written reviews shown;
Date Range: Jan 2022—Feb 21 2025

Review Volume Distribution

Selected Candy Brands



Only organic (non-promotional) written reviews shown;
Date Range: Jan 2022—Feb 21 2025

“Gummies offer candy makers a nearly unlimited canvas for innovation. Confectioners can tap into different flavors...shapes...multiple layers or flavors as well as varying textures.”

Source



Mike Gilroy
VP, Trade Dev.
and Sponsorship

MARS

Theme-Ratings Matrix

Color represents avg star rating for a specific theme within a given brand

■ = 1 ★ ■ = 2 ★ ■ = 3 ★ ■ = 4 ★ ■ = 5 ★



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022–Feb 21 2025
Themes with insufficient sentences excluded for clarity

Across the most talked about customer feedback themes, **Nerds stands out as the most beloved since Jan 2021.**

Nerds rates over 4.5 stars on average for all themes except for 'price/value' (4.3) and 'shipping & fulfillment'(3.17).

[In reference to Nerds Gummy Clusters]

"It broadens the relevance of the business...**Clusters changed the profile and trajectory of the whole category.**"

[Source](#)



Gregory Guidotti
CMO, Ferrara Candy





What's driving the tremendously positive customer feedback?



Consumers love this novel Nerds creation for its **balanced flavors, combination of textures, and convenient format.**

“While the [gummy] candies are unlikely to disappear, the candy space tends to **innovate quickly with new formats and flavors.** Inevitably something different will hit the market that will cause many consumers to move away from gummies.”

[Source](#)

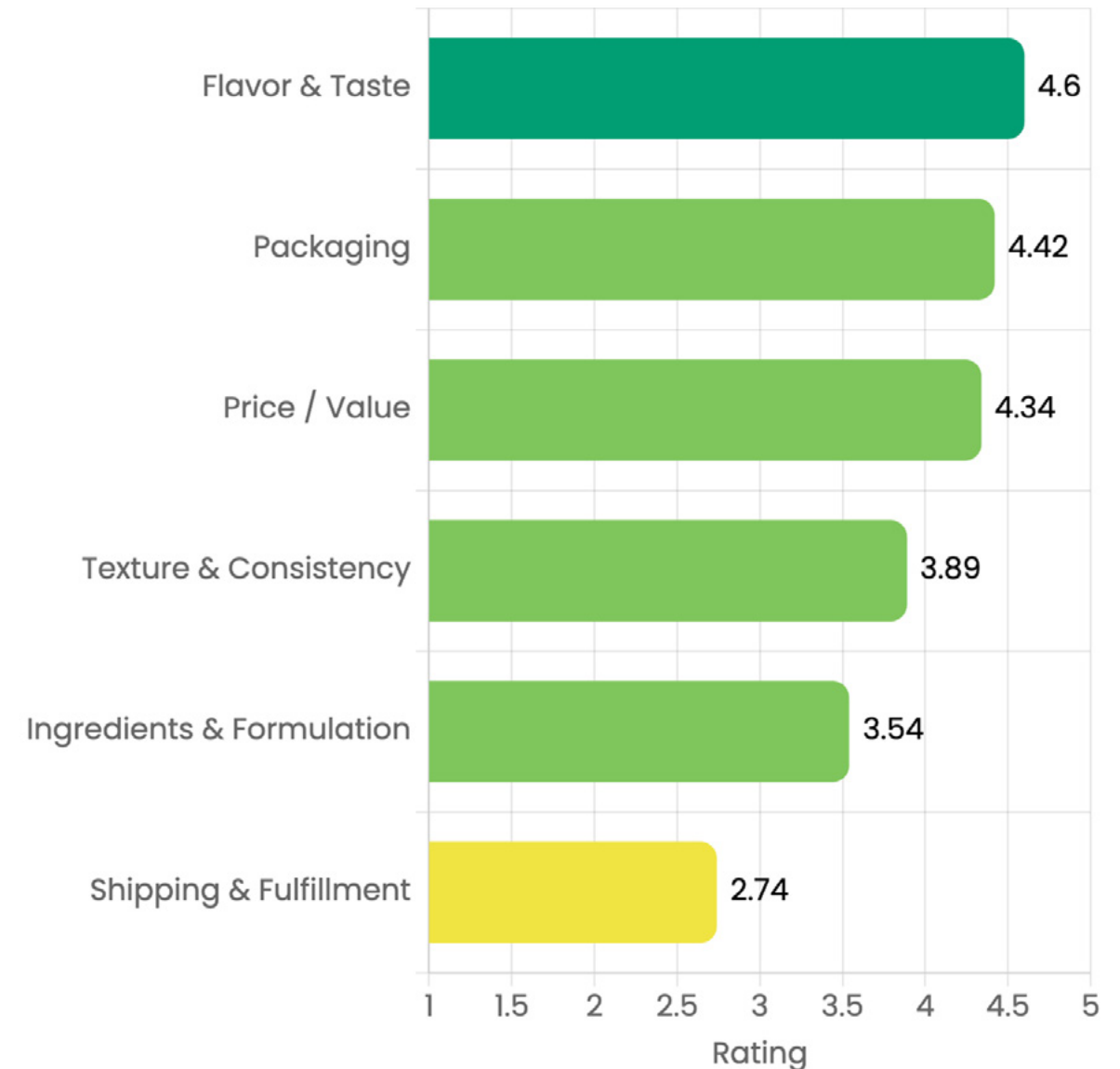


Mike Kostyo

VP, Menu Matters Consulting



Nerds Gummy Clusters: Avg. Star Rating by Selected Theme



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022–Feb 21 2025



Flavor & Taste

They're dramatically winning on perfectly balanced sweet and tangy flavors.

BRAND TIP

Innovation doesn't always have to mean net new. Brands should take a page out of Nerds' playbook, dig deep into consumer preferences, and consider a "new twist on a familiar flavor."



YOGI AI THEME ANALYSIS

Addictive Sweet and Tangy Flavor:

A large number of reviewers praised the addictive combination of sweetness and tanginess in the Nerds Gummy Clusters, describing them as delicious and irresistible.

"The crunch and tang of the Nerds along with the chewy-ness of the gummy makes it an irresistible explosion of flavor in your mouth."

"The inside is sweet and the Nerds are a little tangy."

SAMPLE VERBATIM REVIEWS



02/02/2024

...The sweet gummy inside with the tangy crunchy outside has me addicted...

Nerds Gummy Clusters Candy, Rainbow
Cameron



03/22/2024

...The combination of sweet and sour creates a delightful sensation, making it hard to resist reaching for just one more...

Nerds Gummy Clusters Candy, Very Berry
yazminv28



Texture & Consistency

Nerds nailed the balance of textures.

Their introduction of a “gummy” texture within the “crunchy” Nerds coating, builds off past Nerds gummy offerings (Nerds Rope, 2001 and Big Chewy Nerds, 2018).



YOGI AI THEME ANALYSIS

Crunchy and Chewy Texture Combination:

Many reviewers praised the unique texture combination of the crunchy Nerds candy coating with the chewy gummy center. They enjoyed the satisfying crunch on the outside and soft, gooey texture on the inside.

“The texture is the perfect balance of soft and crunchy.”

“Crunchy On The Outside And Like A Fruit Roll Up In The Middle.”

SAMPLE VERBATIM REVIEWS



05/14/2024

...I love the texture and how it is crunchy on the outside and then you get to the inside where it is soft & chewy...

Nerds Gummy Clusters Candy, Rainbow

lexl6ic9



05/05/2022

...This pink interior is sweet and contrasts the texture of the bumpy nerds with its smooth gooey feel...

Nerds Gummy Clusters Candy, Rainbow

Saylor



Format

They made a bite-sized breakthrough.

Nerds benefited from engineering a more “bite-sized,” convenient format, drawing favorable comparisons against the already beloved Nerds Rope product.

BRAND TIP

Brands should keep an eye on white space and unmet desires of their consumers; for example, how some Nerds consumers found the original Nerds “too small” and wanted a more substantial “bite-size” portion.



YOGI AI THEME ANALYSIS

Bite-sized Convenience:

Several reviewers appreciated the bite-sized form factor of the gummy clusters, describing them as easier to eat and more convenient compared to the Nerds rope candy.

“The size made them more portable and portion-controlled. Like a nerds rope just easier to eat!”

“I love the bite size pieces!”

SAMPLE VERBATIM REVIEWS



08/31/2022

...I like these bites better than the ropes...

Nerds Gummy Clusters Candy, Very Berry
jtfromkc



04/12/2022

...Better than a nerds rope because it doesn't fall apart and it's perfect bite sized!...

Nerds Gummy Clusters Candy, Rainbow
kellygesch

Interest in Nerds Gummy Clusters has grown since launch.

Its peak google search interest was in Feb 2024, more than 3 years after the product launched indicating the staying power of this “addictive” treat.

“More Gen Z consumers today recognize Nerds brand for its popular Gummy Clusters...than the two-flavor rectangular boxes their parents enjoyed as children.

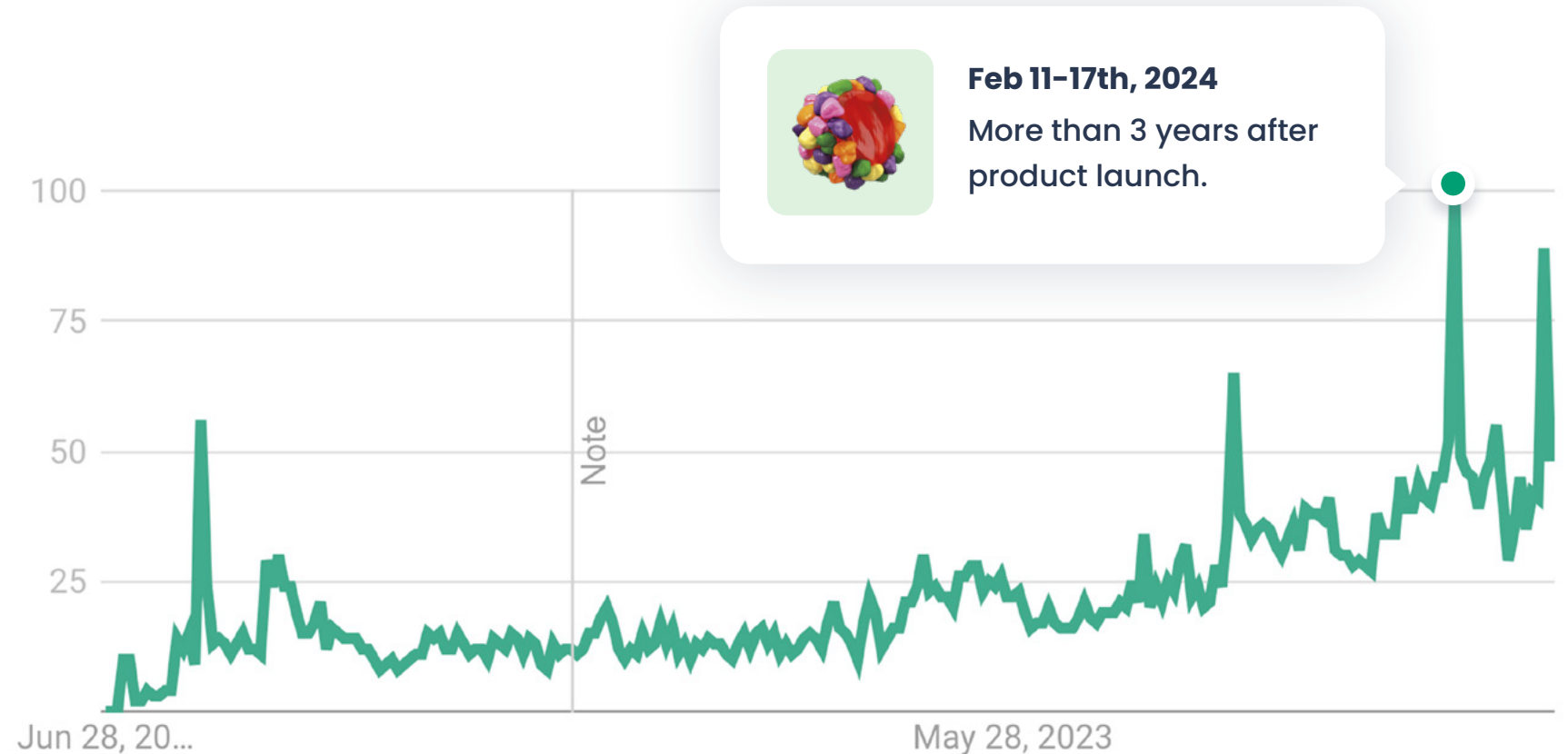
[Source](#)



Gregory Guidotti
CMO, Ferrara Candy

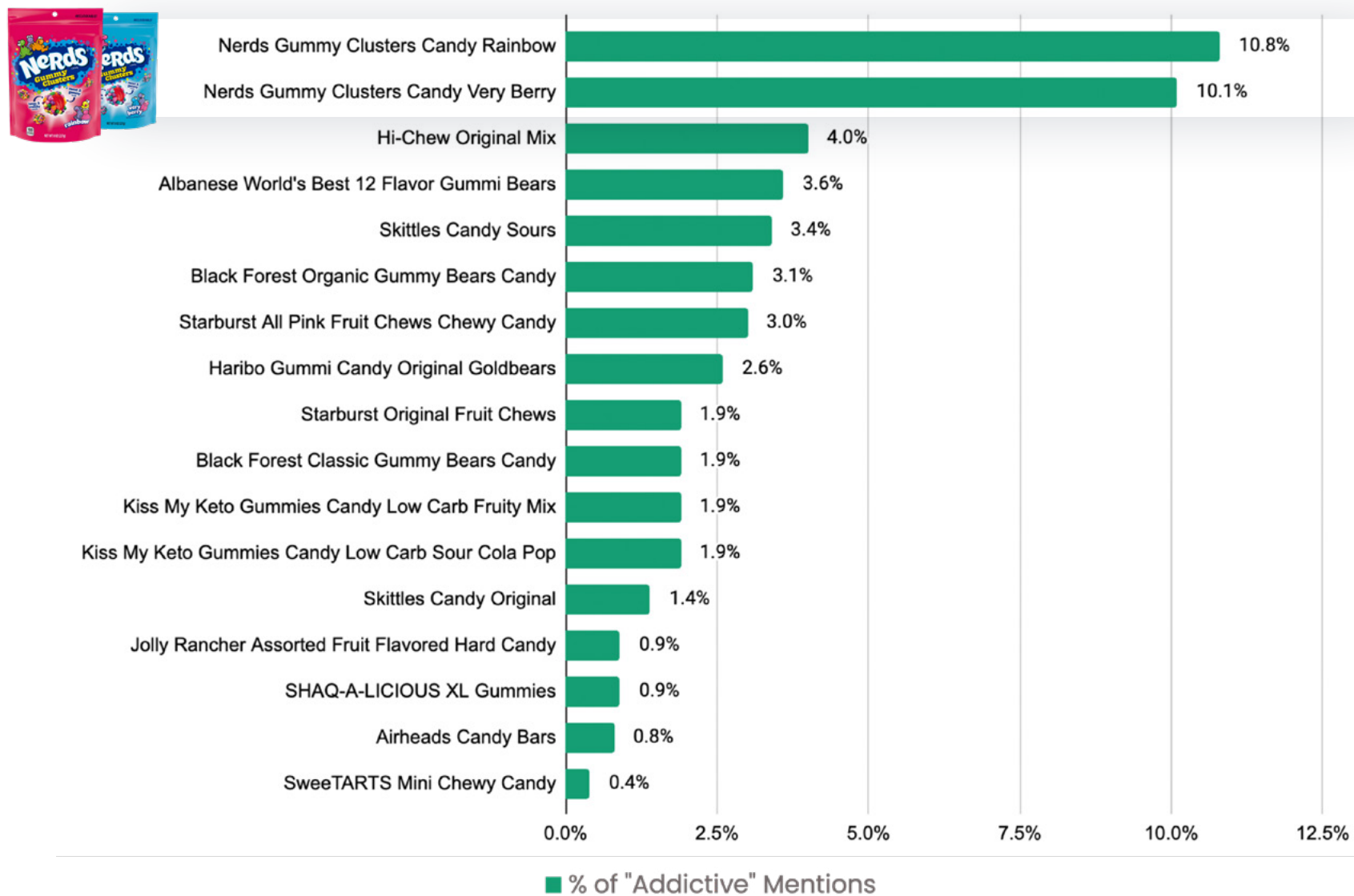
Ferrara.

Google Search for “Nerds Gummy Clusters” Over Time



Date Range: July 2020 – Jun 2024

% of “Addictive” Mentions; Top Reviewed Candy Products



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022–Feb 21 2025

Consumers are hooked.

Out of 1,742 organic reviews for both Nerd Gummy Cluster flavors, about 10% mention the product being “addictive”—**2x times more than the next most “addictive” candy**, the starburst-like Hi-Chew.

“Clusters sales are growing at a 40% clip, compared to low-single-digits for conventional nerds. Without the gummies, sales for Nerds would be closer to about \$100 million annually compared to the \$600 million it generates...”

[Source](#)



Gregory Guidotti
CMO, Ferrara Candy





02/08/2023

These are my favorite candy an they are super **addicting**. They are also the cheapest at Target from what I've seen.

Nerds Gummy Clusters Candy, Rainbow

📍 Target • Koolkat



10/25/2023

Never liked gummy stuff but totally **addicted** to these! Bought on a whim for my boys and I stole them! LOL! Tangy.

Nerds Gummy Clusters Candy, Rainbow

📍 Walmart • Angela



BRAND TIP

Brands should leverage the way actual consumers are speaking about their products. For example, lean into how consumers are referring to Nerds Gummy Clusters as “addictive” and use that language in PDP and marketing copy.



01/20/2023

I don't know WHAT they put in these that makes them so ridiculously **addicting**. But oh my gosh. Every time I grab a few to snack...

Nerds Gummy Clusters Candy, Rainbow

📍 itsduckyyy



01/27/2023

The sweet gummy inside with the tangy crunchy outside has me **addicted**. I can't get enough. Take more of my money.

Nerds Gummy Clusters Candy, Very Berry

📍 Walmart • Juanita



05/06/2022

These are so **addicting** – I love that the bag is resealable, but I feel like I end up eating the whole bag anyways.

Nerds Gummy Clusters Candy, Rainbow

📍 daniellep198

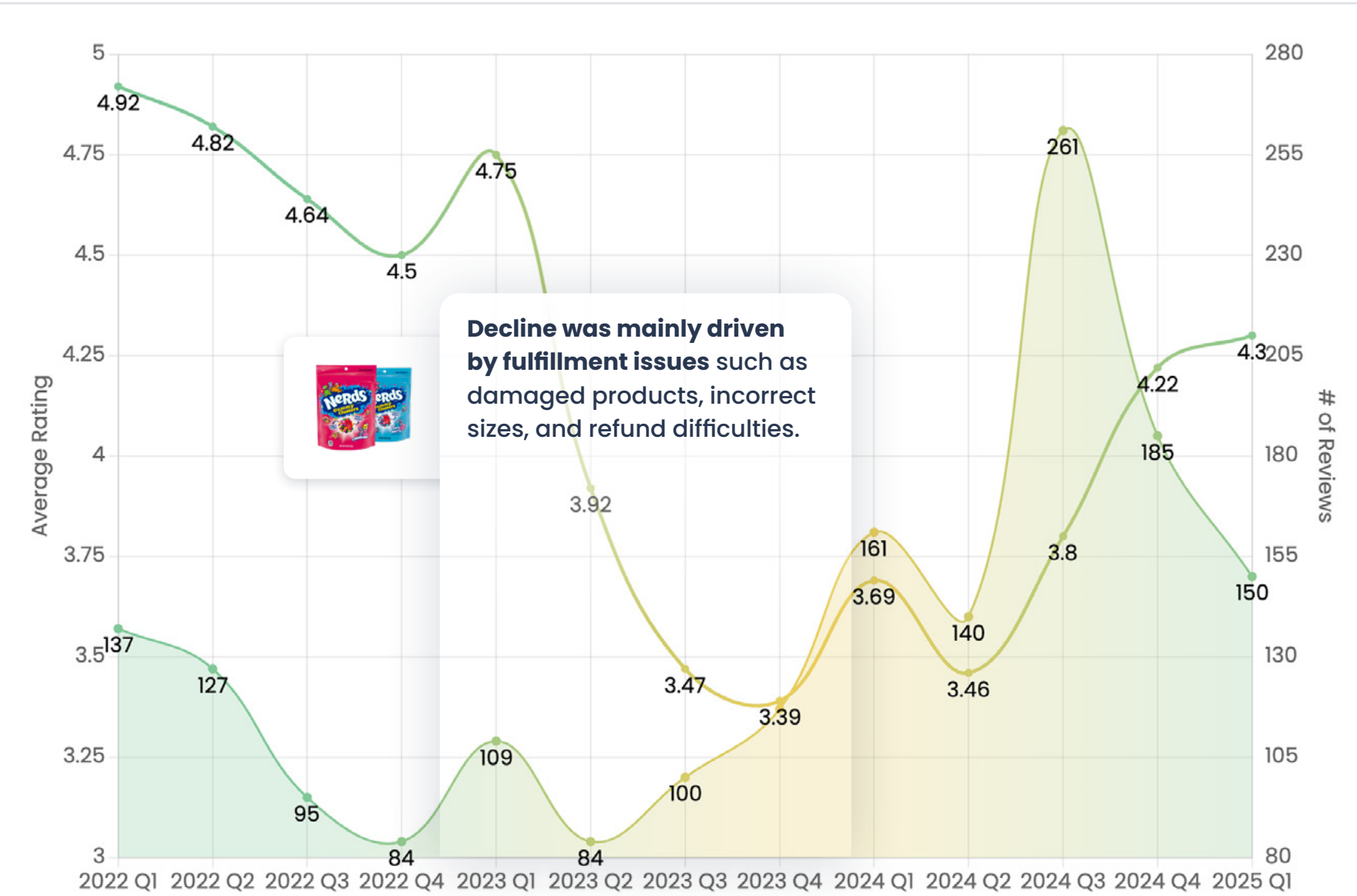
After a sour dip, ratings are making a sweet comeback.

After the rosy consumer reception for Nerds Gummy Candy, its avg. ratings started **trending down in 2023**. Despite the dip, Nerds Gummy clusters ratings have bounced back.

BRAND TIP

Brands should not rest on their laurels and should **continuously monitor their eCommerce ratings to allow for rapid crisis management.**

Nerds Gummy Candy (Both Flavors): Quarterly Avg. Star Rating & Review Volume



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022–Feb 21 2025

Evolving Competitive Landscapes

A Gummy Bear Use Case

"Gen Z shoppers choose a gummy nearly 60% of the time compared to about half for millennials."

[Source](#)



Mike Gilroy

VP, Trade Development
and Sponsorship

MARS

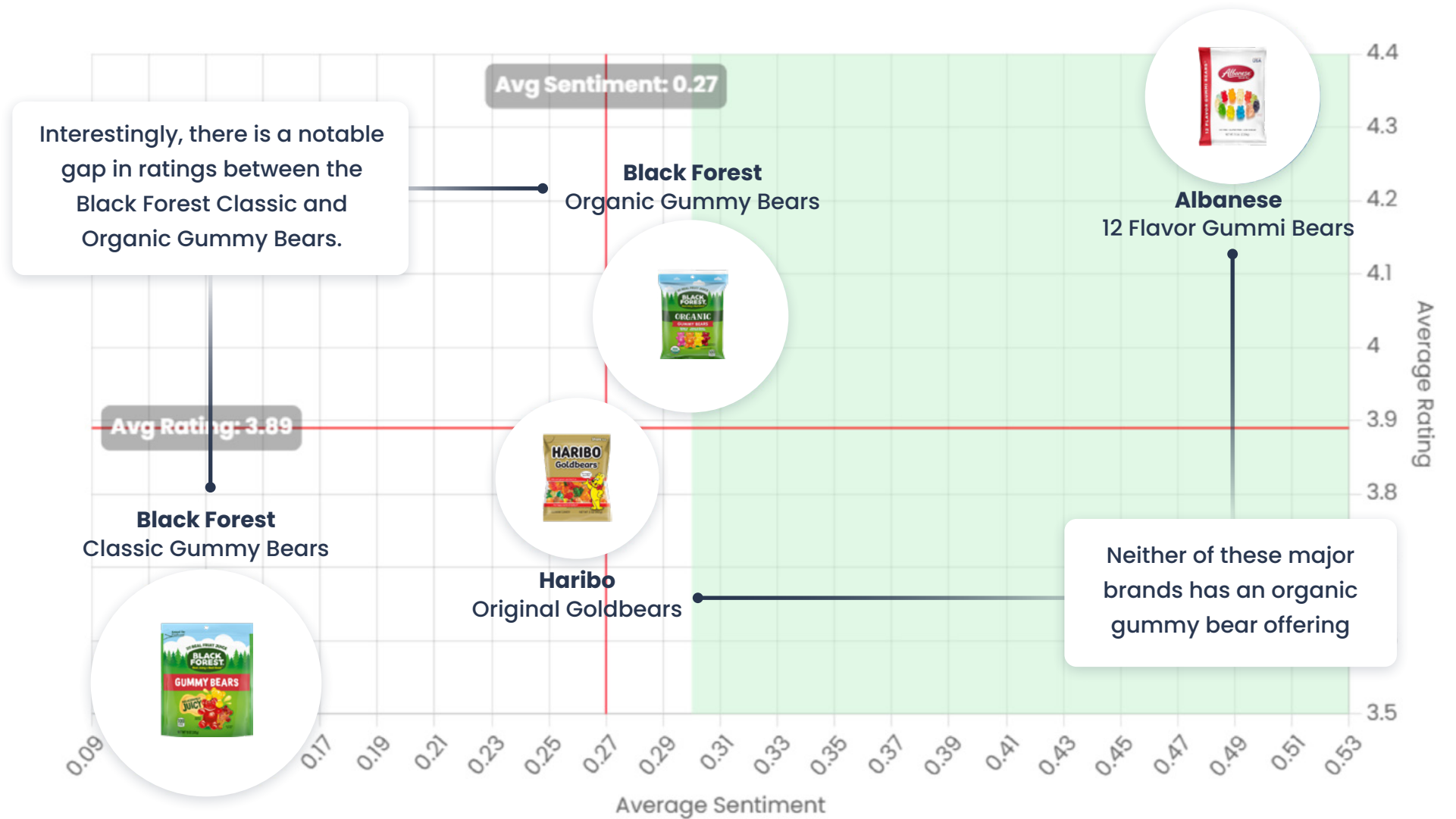


Benchmarking

Albanese achieves sweet success.

Over the last 2.5 years, **Albanese has stood out as the best rated gummy bear** (4.34 stars) with Black Forest's Organic Gummy Bears taking the #2 spot with 4.04 stars.

Product Rating vs. Sentiment: Select Gummy Bear Brands



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022 – May 2024

However, they have recently experienced a sugar crash.

While Albanese has been on top historically, **average ratings have been trending down since Q3 2023, despite a brief bounce back in Q3 2024.**

Product Rating Over Time: Albanese World’s Best 12 Flavor Gummi Bears



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022—Feb 21 2025

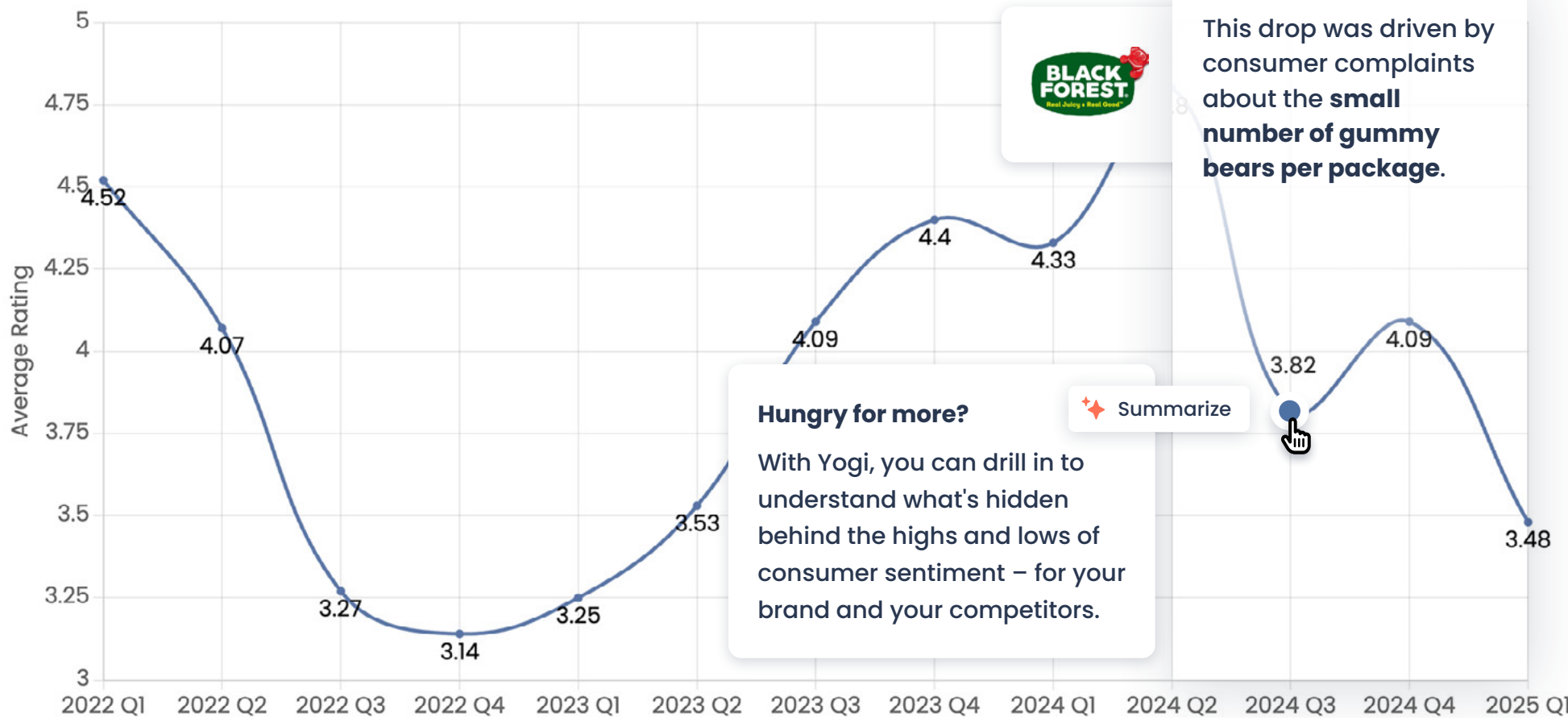
Once on the rise,
Black Forest Organic
Gummy Bears are
trending down.

Despite a steady increase in rating through Q2 2024, there was a sharp decline in Q3 of almost a full star.

 BRAND TIP

Perceived value matters as much as taste. Even well-loved products can take a hit if consumers feel shortchanged. Monitoring consumer feedback helps brands catch these issues early and adjust before they significantly impact sales.

Product Rating Over Time: Black Forest Organic Gummy Bears

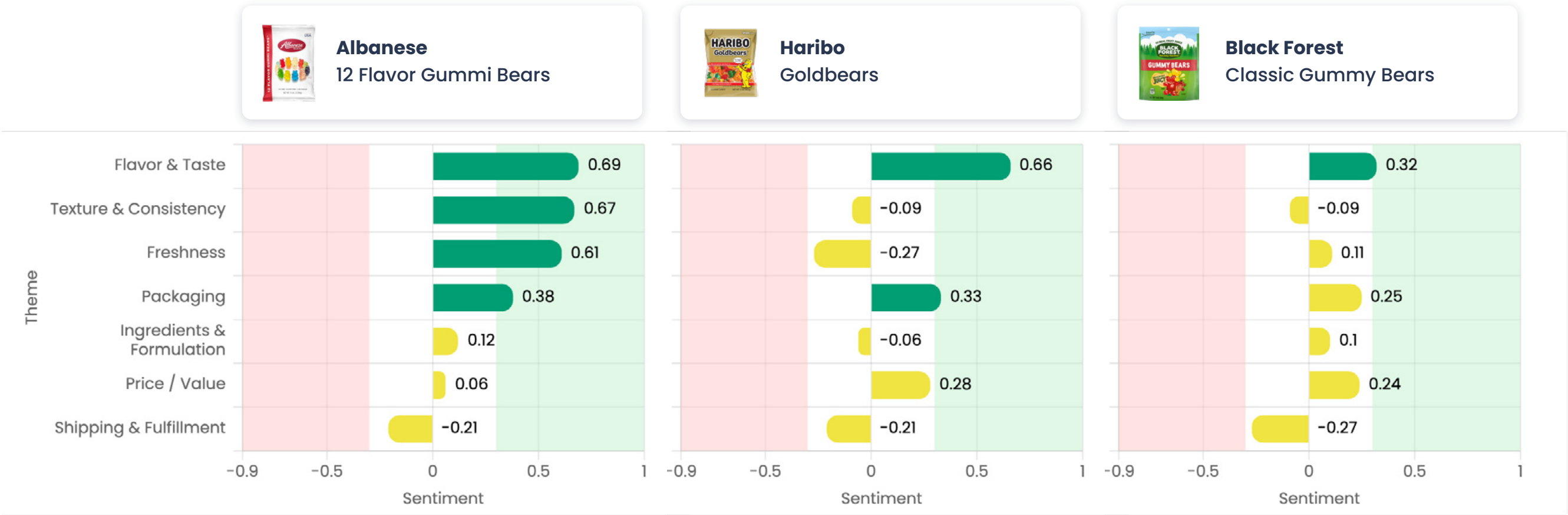


Only organic (non-promotional) written reviews shown; Date Range: Jan 2022 – May 2024

Albanese leads in sentiment for standard non-organic gummy bears.

Excluding the Organic option and comparing the standard gummy bear offerings from each brand, Albanese has a massive lead in positive sentiment for ‘texture & consistency’ and a smaller lead for ‘flavor & taste.’

Theme Sentiment Product Comparison



Only organic (non-promotional) written reviews shown; Date Range: Jan 2022—Feb 21 2025



Flavor & Taste



Albanese has the edge on ‘flavor & taste.’

Organic variants aside, Albanese excels in positive sentiment on ‘flavor & taste,’ yet Haribo also garners favorable reviews.



YOGI AI THEME ANALYSIS

Delicious, Flavorful, and Fruity:

Many reviewers praised the gummy bears for their delicious, flavorful, and fruity taste. They described the flavors as strong, powerful, and true to the fruit they represent. Several reviewers mentioned that the gummies taste better than other brands and have a more intense fruit flavor.

“These are the best tasting gummy bears that I have had.”

“Really delicious and so fruity.”

SAMPLE VERBATIM REVIEWS



10/24/2022

...Great flavors! The flavors are not bland like other gummy bears...

Albanese World’s Best 12 Flavor Gummi Bears

Bella



05/09/2023

...I consider myself a gummy connoisseur. Albanese makes the best gummy bears. The flavors are fantastic...

Albanese World’s Best 12 Flavor Gummi Bears

Jennifer



Texture & Consistency



They have category-winning positive sentiment on ‘texture & consistency.’

Comparing standard gummy bear offerings from each brand, Albanese leads on ‘texture & consistency,’ dramatically outperforming Haribo and Black Forest.



YOGI AI THEME ANALYSIS

Soft and Chewy Texture:

Soft and Chewy Texture: Many reviewers praised the soft and chewy texture of the gummy bears, describing them as easy to chew, squishy, and not overly hard or rubbery. They appreciated the perfect balance of softness and chewiness, without being too tough or dry like some other gummy bear brands.

“They are soft and chewable and the flavors are all yummy.”

“The texture for The Worlds Best is perfect.”

SAMPLE VERBATIM REVIEWS



01/30/2023

The best tasting gummy bears I’ve had.
Definitely soft and chewy!

Albanese World’s Best 12 Flavor Gummi Bears

GY



05/09/2023

...The best gummy bears I’ve tried.
They’re the perfect balance of soft and chewy...

Albanese World’s Best 12 Flavor Gummi Bears

Karl



Texture & Consistency



Reviewers say competitors are ‘hard to chew’ by comparison.

Reviewers specifically mention preferring the soft and chewy texture of Albanese Gummi Bears to others that are described as “tough” and “hard to chew.”

BRAND TIP

A granular understanding of how you stack up against the competition for specific themes paints a clear picture of where to innovate and improve – or costly investment areas to shy away from.



YOGI AI THEME ANALYSIS

Better Texture compared to Other Brands:

Reviewers frequently compared the texture of these gummy bears favorably to other well-known gummy bear brands like Haribo, stating that these were softer, less rubbery, and easier to chew. Many expressed a preference for the softer, more enjoyable texture of these gummy bears over harder, tougher alternatives.

“They’re so soft compared to Haribo.”

“Was really hard to eat a Haribo gummy bear after this.”

SAMPLE VERBATIM REVIEWS



01/22/2024

...Always soft, never hard as a rock like other brands. Once you try these, you won’t go back to others!..

Albanese World’s Best 12 Flavor Gummi Bears
Sarah



07/18/2022

Some of the best gummy candy I’ve ever had! They are not hard or dry like some brands. They are so full of flavor and are soft

Albanese World’s Best 12 Flavor Gummi Bears
Kermee



MARCH 2025

Shoppers' Choice Awards

THEME

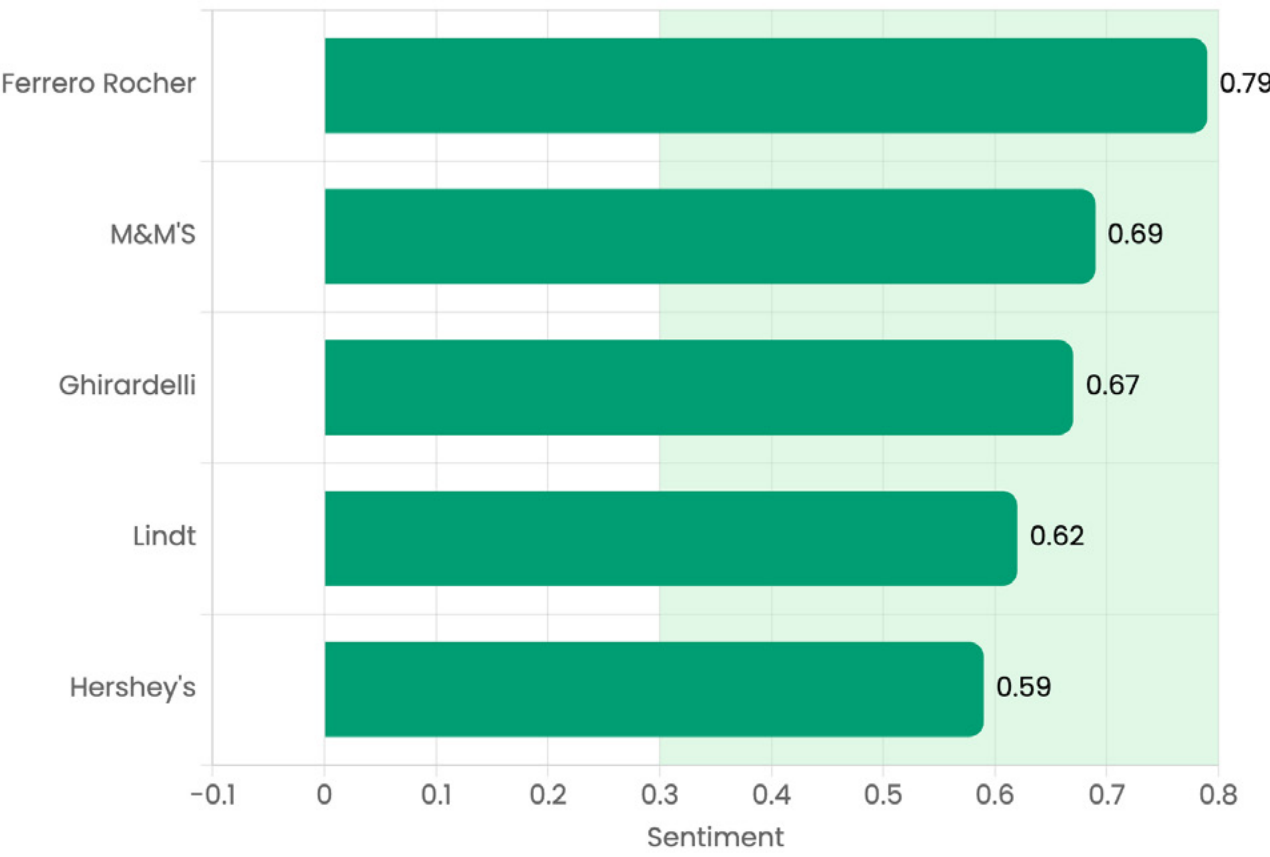
Taste & Flavor

Top-ranked snacks from
the past 12 months



Top 5 Chocolate Brands

Taste & Flavor Sentiment by Brand



Brands with <100 Taste & Flavor reviews excluded, Promotional and Ratings-only reviews excluded
Date Range: Last 12 Months, Feb 22, 2024 to Feb 21, 2025

SHOPPERS' CHOICE

See how you stack up

Ferrero Rocher Premium Hazelnut Chocolates



★★★★★

Love the combination of smooth hazelnut cream, crispy wafer, and rich chocolate.

M&M'S Milk Chocolate



★★★★★

This is classic, but this is one of the best candies, taste wise ever, in my opinion.

Ghirardelli Milk Chocolate Caramel Squares



★★★★★

Taste has to be spot on (not too sweet or overpowering), and this is the one!

Tony's Choclonely 32% Milk Chocolate Bar



★★★★★

Tastes like real chocolate, not wax or plastic like Hershey's or something similar.

Lindt Lindor Milk Chocolate Truffles



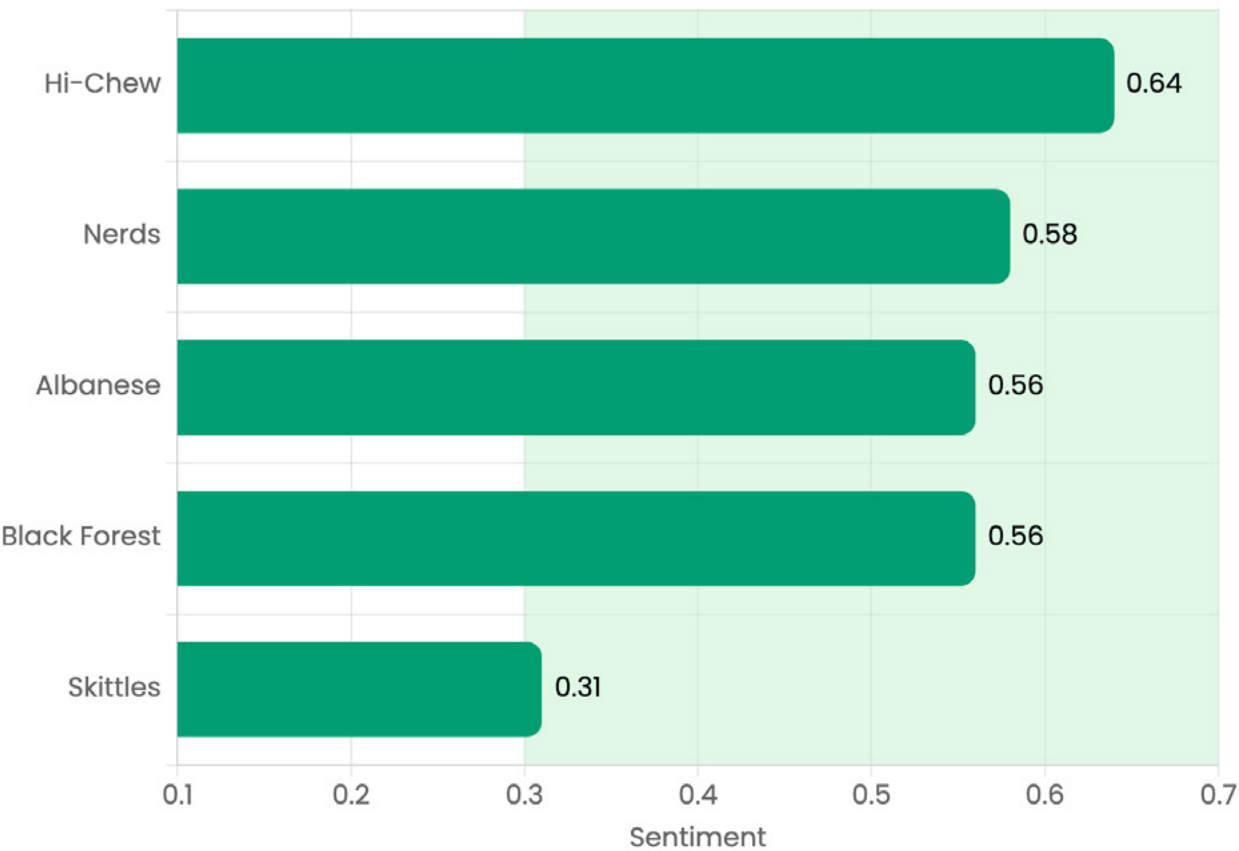
★★★★★

They literally just melt in your mouth.



Top 5 Candy Brands

Taste & Flavor Sentiment by Brand



Brands with <40 Taste & Flavor reviews excluded, Promotional and Ratings-only reviews excluded
Date Range: Last 12 Months, Feb 22, 2024 to Feb 21, 2025



SHOPPERS' CHOICE

See how you stack up

HI-CHEW Variety Mix



★★★★★

Heavenly candy ... I entered into a realm of pleasure I didn't think existed.

Nerds Gummy Clusters Candy, Grape Strawberry Blitz



★★★★★

I've lately developed a love for Nerds Gummy Clusters ... this flavor even better!

Albanese World's Best 12 Flavor Gummi Bears



★★★★★

Finally, gummy bears that aren't overly sweet and very delicious!

Black Forest Organic Gummy Bears Candy



★★★★★

These are the softest, most flavorful Gummy worms EVER!!!

Skittles Candy Original



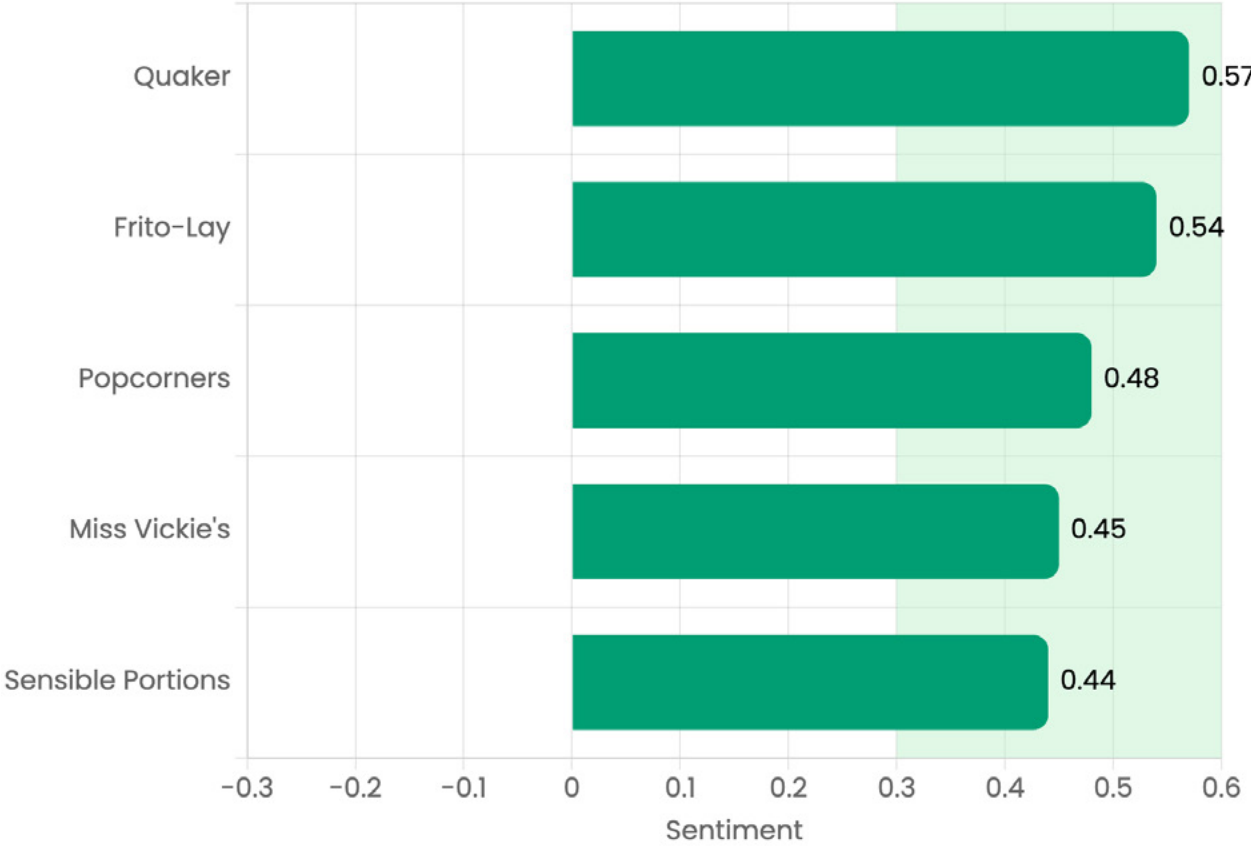
★★★★★

Each piece offers a burst of sweetness and a variety of tastes.



Top 5 Chips & Crisps Brands

Taste & Flavor Sentiment by Brand



Brands with <100 Taste & Flavor reviews excluded, Promotional and Ratings-only reviews excluded
Date Range: Last 12 Months, Feb 22, 2024 to Feb 21, 2025

SHOPPERS' CHOICE

See how you stack up

Quaker Caramel Rice Crisps



★★★★★

Sweet and crunchy, caramel flavored rice cakes are definitely a delicious snack.

Popcorners Kettle Corn Chips



★★★★★

Nice sweetness, not too much or too little.

Miss Vickie's Variety Kettle Cooked Potato Chips



★★★★★

Tasty, fresh & enjoyable flavors.

Sensible Portions Garden Veggie Screamin Hot Veggie Puffs



★★★★★

Super light and crunchy with just enough of the red spice to make it addictively hot.

Quest Nutrition BBQ Protein Chips



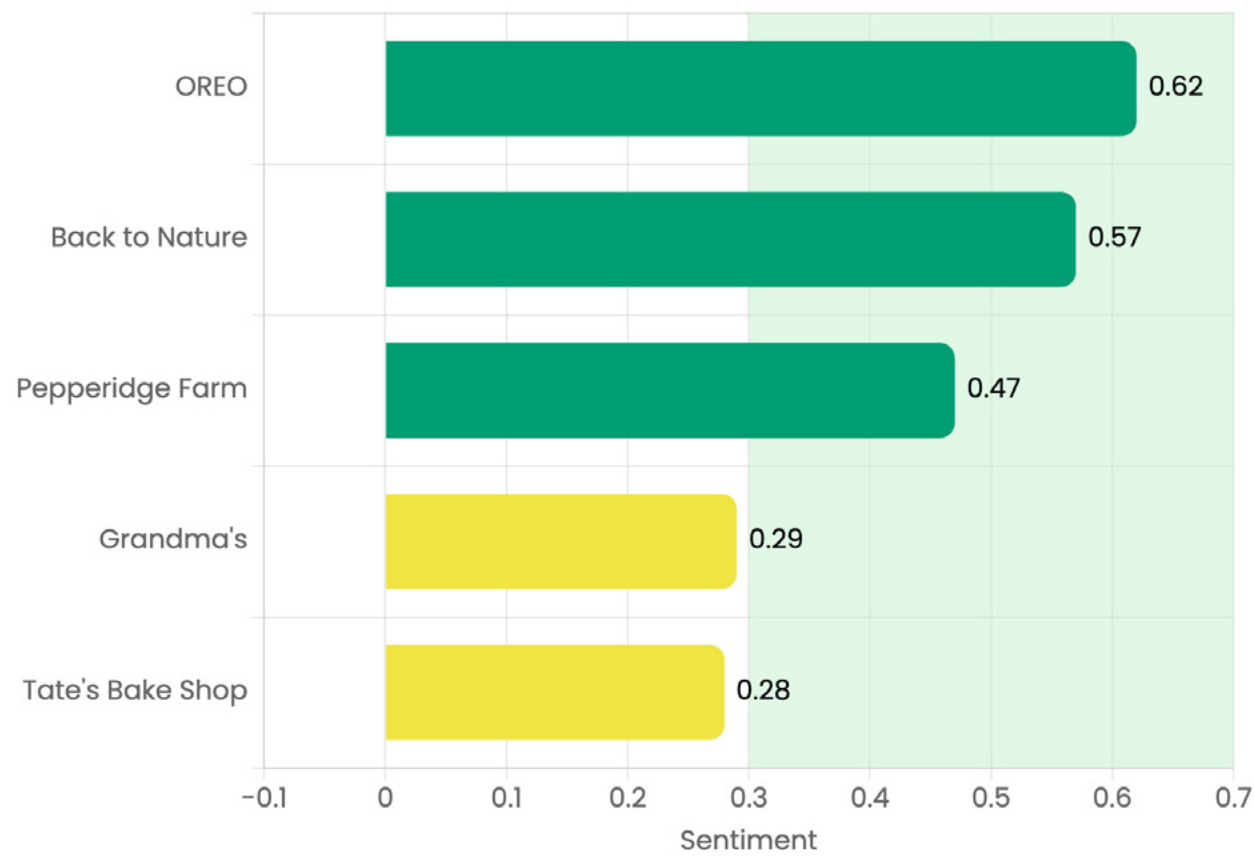
★★★★★

You honestly wouldn't be able to tell these apart from regular BBQ chips.



Top 5 Cookies Brands

Taste & Flavor Sentiment by Brand



Brands with <30 Taste & Flavor reviews excluded, Promotional and Ratings-only reviews excluded
Date Range: Last 12 Months, Feb 22, 2024 to Feb 21, 2025



SHOPPERS' CHOICE

See how you stack up

OREO Thins Chocolate Sandwich Cookies



★★★★★

The combination of chocolate and mint is so refreshing and never gets old.

Back to Nature Peanut Butter Creme Cookies



★★★★★

These are how peanut butter boxed cookies used to taste years ago.

Pepperidge Farm Tahoe Crispy White Chocolate Macadamia Cookies



★★★★★

I love macadamia and the chocolate is the perfect blend.

Grandma's Chocolate Chip Cookies



★★★★★

Very delicious.

Tate's Bake Shop Chocolate Chip Cookies



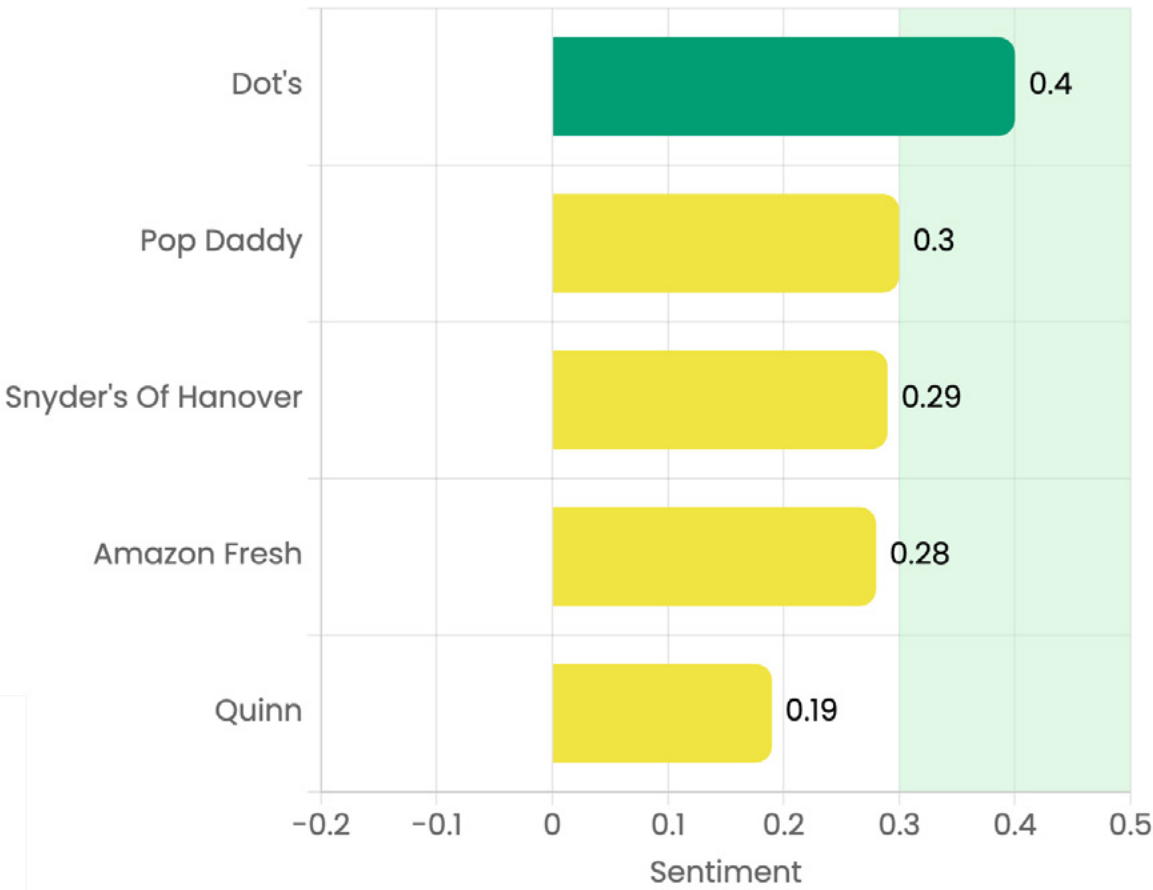
★★★★★

Thin and crispy and buttery tasting.



Top 5 Pretzels Brands

Taste & Flavor Sentiment by Brand



Brands with <50 Taste & Flavor reviews excluded, Promotional and Ratings-only reviews excluded
Date Range: Last 12 Months, Feb 22, 2024 to Feb 21, 2025

SHOPPERS' CHOICE

See how you stack up

Dot's Honey Mustard Seasoned Pretzel Twists



★★★★★

The tangy sweetness hit me so hard, I blacked out.

Pop Daddy Flavored Pretzels Sticks Hot Sauce



★★★★★

Taste is amazing. Spice level is just right.

Snyder's Of Hanover Honey Mustard & Onion Pretzel Pieces



★★★★★

Crispy, sweet, and salty great snack.

Amazon Fresh Peanut Butter Filled Pretzels



★★★★★

Perfect salt to crunch to peanut butter, very fresh and percent size for a bite.

Quinn Peanut Butter Filled Pretzel Nuggets



★★★★★

Crunchy, good amount of salt and the peanut butter tastes great too.

From insights to impact—how do leading brands turn feedback into a winning strategy?



One of the specific results we've experienced with Yogi is its ability to guide our product page content. The top themes reported by Yogi now serve as our roadmap, offering insights-driven communication points that we can customize by retailer and prioritize on the page from top to bottom. Yogi has also become a key tool in optimizing our ratings and reviews investment, and it has provided us with better insight into aspects like flavor, texture, packaging, and shipping, which we are leveraging to enhance the consumer experience.

For anyone on the fence about Yogi, I'd say it's an amazing tool that delivers rare, actionable insights. With product-level data, emerging trend analyses, and competitive intelligence. I like to call it our 'shopper-listening tool.' It has already provided invaluable insights that we are leveraging from innovation all the way to the shelf."

Sarah Williams

Digital Commerce Content



"It's always been a challenge to truly understand what shoppers are thinking when they view our product pages. Yogi revealed shopper sentiment insights that we hadn't accessed before, enabling us to communicate with shoppers more effectively and on their terms."



Yogi is an AI-driven SaaS solution that transforms how consumer goods brands understand and act on customer feedback.

Join the ranks of forward-thinking companies leveraging Yogi to tackle their toughest business challenges, elevate product offerings, and stay ahead of the curve.

TRUSTED BY THE WORLD'S LEADING BRANDS



Learn more

Experience it live

HOW IT WORKS

Yogi is an AI-driven consumer insights platform that unifies data from ratings, reviews, customer calls, chats, social discussions, surveys, and more into a single source of truth. It transforms unstructured feedback into actionable intelligence with AI-powered summaries, competitive insights, trend detection, and real-time alerts—helping brands innovate smarter, market better, and connect with consumers.

