The cost of a candy bar jumped another 10 cents this year to an all-time high $1.49. That’s up 300% since the 1980s, when candy bars averaged just 35 cents.

Meanwhile, sugar costs about the same today as it did three decades ago and is actually 36% cheaper when corrected for inflation.

It’s pretty easy to see who’s making all the money here.

**Did you know?**

A candy bar contained less than two pennies worth of sugar in the 1980s, which represented 4% of the product’s final price.

Sugar still makes up less than two cents, or 1%, of a candy bar’s price tag.

If Big Candy claims it can’t make enough profit when the cost of its main ingredient comprises just 1% of a candy bar, **Maybe it has bigger issues than no-cost sugar policy.**