

Dairy

Nuts

Inclusions

Chocolate

# CONFECTIONERY: CATERING TO THE CONSCIOUS CONSUMER

## SUGAR REFORMULATION: FROM TREND TO NORM



**1 in 5** global consumers pay attention to health aspects when buying sugar confectionery (Source: Innova consumer survey, 2018)

**+29%**

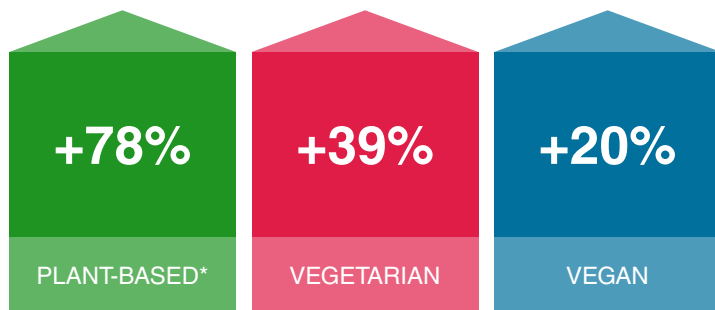
**+29%** growth in confectionery launches with a sugar-related claim\* (Global, 2019 vs. 2018)

\*Sugar free, low sugar, no added sugar

*Formulators have more tools available today than ever before, as brands strive to balance consumer demand for confectionery that enables sweetness and still delivers on taste and texture.*

## MAINSTREAM OPPORTUNITY FOR PLANT-BASED CLAIMS

Growth in confectionery launches with selected claims (Global, 2019 vs. 2018)



\*Plant-based, plant based, 100% plant. Growth from a smaller base than "vegetarian" and "vegan" claims



Fruittella Sour Gummy Snakes with Fruit Juice (UK)

## DRAWING ATTENTION WITH CREATIVE PACKAGING

PLAYFUL

These candy sticks packaged as art supplies grab attention with joyful, bright colors.



Sophisca Crayon Candy Sticks (Taiwan)

CUSTOMIZABLE

A dry erase marker included with the tin lets consumers write their own "prize" on the spinner.



Candyrific Naughty or Nice Spinning Heart Tin (Canada)

ECO-FRIENDLY

The 100% recyclable paper wrapper is estimated to save 380 tons of plastic per year.



Nestlé KitKat Origami Mini Milk Chocolate (US)



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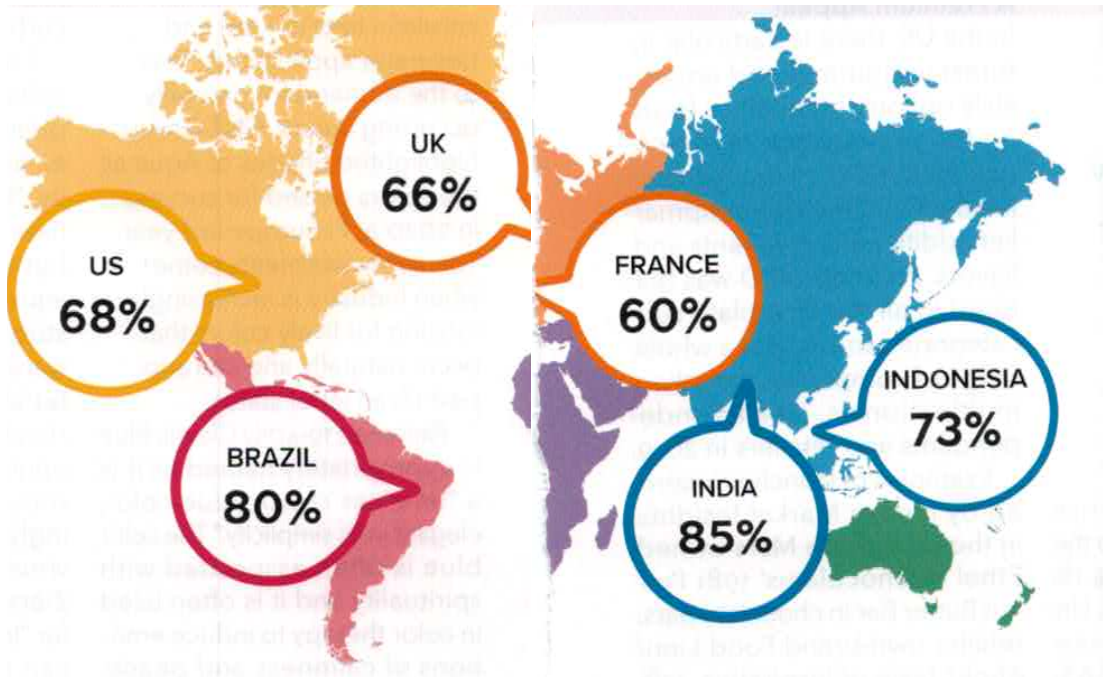
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### CONSUMERS SEEK TEXTURE EXPERIENCES

Percentage of respondents saying that "textures give food and drinks an interesting experience"



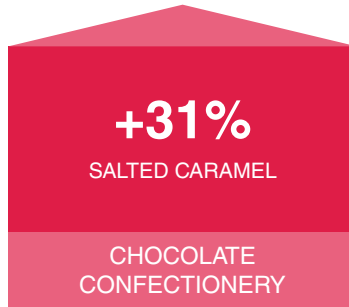
Source: Innova consumer survey, 2019.

### SPOTLIGHT ON TRENDING CONFECTIONARY FLAVORS

Growth in confectionery launches with selected flavors (Global, CAGR 2015-2019)



YumEarth Organic Sour Twists (US)



M&M's Salted Caramel Milk Chocolate (Germany)

### HIGHLIGHTING ETHICAL BUSINESS PRACTICES



Eva's Cultured Candy Tropical Spice (US)

# +28%

growth in confectionery launches with an ethical claim\*

\*related to animal welfare, human welfare or the environment



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