

## **About the author**

Disclaimer

## **EXECUTIVE SUMMARY**

Confectionery drivers and resisters  
Growth opportunities in confectionery  
Innovations landscape in confectionery  
The outlook for trends in confectionery

## **Introduction**

What is this report about?  
Market definition  
Report structure

## **Confectionery drivers and resisters**

Summary  
Introduction  
    Changing consumer demand in confectionery  
Confectionery means different things to different consumers  
    Consumers in emerging markets  
    Consumers in mature markets have reduced spending power  
    Nostalgic consumers yearn for retro confectionery  
    Confectionery with an interactive element  
    Consumer demand for confectionery made with care - Fairtrade and organic  
    Consumer demand for healthier confectionery – the move towards natural  
    Confectionery as a delivery mechanism for functional benefits  
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    Concerns around obesity, heart disease and sugary and fatty foods  
    Concerns about the use of artificial additives  
    Regulation of health claims about functional ingredients  
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## **Innovations landscape in confectionery**

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    Sugar confectionery  
    Gum  
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- Unusual flavor or formulation pairings
- Retro
- Use of natural colors and flavors
- Inclusion of real fruit
- Healthy chocolate
- Oral health
- Energy and mood management
- Wellness fortification
- Weight Management
- Beauty
- Vegetarian and vegan
- Packaging innovation
- Mass customization
- Regional analysis
  - Europe
  - Asia-Pacific
  - North America

### **The outlook for trends in confectionery**

- Summary

- Introduction

- Indulgence

  - Conspicuous consumption of indulgent confectionery in emerging markets

  - Differentiation through premiumization or cross-category innovation

  - Private label

  - Ethical

  - Natural confectionery

  - Confectionery as a delivery mechanism for functional benefits

  - Beauty

### **Conclusions**

- Future directions in confectionery

  - Indulgence continues to be a key driver

  - Move towards health

  - Shift towards provenance, ethical and environmental issues

  - Response to the economic recession

  - Mass customization

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