

A YEAR OF INNOVATION IN SUGAR CONFECTIONERY, 2022

Exciting flavours and memorable textures are shaping activity in sugar confectionery, as gum brands strive to be relevant to consumers' pandemic-related needs.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in sugar confectionery

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: sugar confectionery, 2022

Europe: confectionery brands bring new taste sensations to the market

- Unusual flavour experiences excite pandemic-weary consumers
- Fruit flavours are prolific in sugar confectionery
 - Graph 1: sugar confectionery launches, by share of flavour profile, 2020-21
- Brands stimulate the senses by experimenting with flavour, texture and usage occasion
- Brand renovation/innovation: Candy Kittens extends into gummies with 'grown up' flavours

Europe: chewing gum innovation strives for relevance amid consumers' pandemic behavioural changes

- Stress relief is one reason for chewing gum
- Launches with sugar-free and vegan claims record an increase in activity
 - Graph 2: gum launches, by share of top claims, 2018-21
- Gum innovation targets the everyday needs of modern consumers
- Brand renovation/innovation: Mars Wrigley's Extra Gum TV advert celebrates the joy of life post-lockdown

The Middle East & Africa (MEA)

- Low sugar, naturalness and flavour drive innovation in halva launches

ASIA PACIFIC (APAC)

- APAC retail market overview: sugar confectionery, 2022

Asia: COVID-19 impacts the mint category in China

- Consumers want options that improve their breath
- Mint flavours record an increase in activity across sugar confectionery launches
 - Graph 3: sugar confectionery launches, by share of sub-category, 2020-21
- Brands look beyond breath-freshening as a functional benefit
- Brand renovation/innovation: Japanese brand Kanro launches a mint for mask wearers

A year of innovation in sugar confectionery, 2022

Asia: gum brands innovate with consumers' needs in mind

- Gum is widely consumed among Chinese consumers
- Sugar-free claims bounce back in Asian gum launches
 - Graph 4: gum launches, by top 10 claims, 2018-21
- Flavour, fun and functionality dictate innovation in gum launches

Australia & New Zealand

- Vegan and plant-based claims are trending in sugar and gum confectionery in Australia

THE AMERICAS

- The Americas retail market overview: sugar confectionery, 2022

North America: sugar and gum confectionery innovation focuses on conveying a sustainable appeal

- Consumers rely on brands to act responsibly
- Certain ethical and sustainable claims record an increase in activity
 - Graph 5: sugar confectionery launches, by share of select ethical and environmental claims, 2020-21
- Sugar confectionery launches champion environmental and societal issues
- Brand renovation/innovation: Black Forest commits to plant 1.5 million trees by 2022

North America: sugar confectionery innovation pivots around permissible indulgence

- Consumers eat more confectionery due to a wider availability of healthier options
- Sugar confectionery moves towards cleaner ingredient labels
 - Graph 6: sugar confectionery launches, by share of select low/no/reduced and free-from claims, 2020-21
- Innovative launches balance health credentials with indulgence

Latin America: exciting textures and flavours make sugar confectionery consumption more memorable

- Brazilian consumers find sensorial indulgences appealing
 - Graph 7: sugar and gum confectionery launches, by share of texture, 2020-21
- Texture can take consumers from the familiar to the unexpected

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