

# A YEAR OF INNOVATION IN SUGAR CONFECTIONERY, 2024

Better-for-you options are gaining share of launch activity, as brands seek to engage with consumers via new format and flavour varieties.



Mikolaj Kaczorowski,  
Innovation Analyst



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Chocolate, Sugar & Gum Confectionery

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: medicated confectionery launches record an increase in vitamin and mineral fortification claims

- Consumers look to convenient formats to top up their vitamin and mineral intake
- Vitamin- and mineral-fortified claims grow in the medicated confectionery category
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- Medicated confectionery brands are signposting vitamin and mineral content on pack
- Brand renovation/innovation: Ositos launches alcohol-infused, cocktail-flavoured candies

### Europe: gum brands are diversifying into more niche gum formats

- Gum appeals to a broad range of consumers' needs
- Centre-filled and square/cylindrical gum formats see uptick in launches
  - Graph 1: gum launches, by format share, 2018-23
- Brands offer gum in a variety of formats

## The Middle East & Africa (MEA)

- Confectionery brands celebrate indigenous and natural ingredients

## ASIA PACIFIC (APAC)

### Asia: sugar confectionery brands are increasingly embracing social media

- Consumers often buy confectionery online
- Social media claims grow in sugar confectionery and gum
  - Graph 2: sugar confectionery and gum launches, by share of social media claims, 2018-23
- Social media claims help brands to connect and interact with consumers

### Asia: confectionery brands are innovating with functional ingredients

- Consumers are willing to pay a premium for better-for-you confectionery
- The share of sugar confectionery and gum launches with &nbsp;functional claims continues to decline
  - Graph 3: sugar confectionery and gum launches, by share of functional claim category, 2018-23
- Confectionery brands call out recognisable functional ingredients

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- Brand renovation/innovation: Wrigley launches Respawn gum and mints for esports

## Australia & New Zealand (ANZ)

- Low-sugar, plant-based and handmade confectionery launches in Australia

## THE AMERICAS

### North America: gum brands focus on sugar-free innovation

- Consumers are seeking out low- and no-sugar gum options
- Sugar-free gum sees a sharp rise in innovation
  - Graph 4: gum launches, by share of sugar-free claims, 2018-23
- Brands target health-aware consumers with sugar-free options

### North America: sugar confectionery brands drum up excitement with flavour innovation

- Consumers are keen to see new flavours from their favourite confectionery brands
- Strawberry and cherry flavours lead confectionery innovation in North America
  - Graph 5: sugar confectionery and gum launches, by flavour component, 2022-23
- Sugar confectionery brands innovate with novel flavours
- Brand renovation/innovation: RBel Bee launches all-natural gummies made with honey

### Latin America

- Seasonal and limited-edition confectionery help consumers celebrate special events
  - Graph 6: sugar confectionery launches, by region and share of seasonal and limited-edition claims, 2022-23
- Brands launch sugar confectionery for Mother's Day, Easter and the Day of the Dead

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