

A YEAR OF INNOVATION IN SUGAR & GUM CONFECTIONERY, 2021

Innovation is centring around reduced sugar and fortified vitamin content, as brands strive to convey a more planet-friendly appeal.



Stefania Apostol, Senior Financial Services Analyst



Report Content



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

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: sugar & gum confectionery, 2021

Europe: consumers enjoy the treat appeal of sugar confectionery, but also want low sugar options

- Sugar content is a concern for sweet-toothed consumers
- Sugar-free claims are more common in gum
 - Graph 1: sugar and gum confectionery launches with a sugar-free claims, by sub-category, Feb 2017-Jan 2021
- Sugar reduction is a theme of launch activity
- Brand innovation/renovation: Mondelez and P&G team up to create sugar-free gum with fluoride

Europe: gum brands tap into demand for biodegradable formulations

- Biodegradable gum has strong appeal among European consumers
- Sugar and gum confectionery with ethical and biodegradable claims are on the rise
 - Graph 2: sugar and gum confectionery launches, by selected ethical claims, Feb 2016-Jan 2021
- Brands are creating biodegradable gum with a natural gum base
- Brand innovation/renovation: Oh My Gum! creates plant-based chewing gum

Middle East & Africa

- Sugar and gum confectionery brands are launching vegan options in the region

ASIA PACIFIC (APAC)

- APAC retail market overview: sugar & gum confectionery, 2021

APAC: sugar confectionery brands innovate around flavours

- Sugar confectionery products with new flavours appeal to Chinese consumers
- Fruit flavours continue to grow in launch activity, as salt flavours emerge
 - Graph 3: sugar and gum confectionery launches by top 10 flavours, Feb 2019-Jan 2021
- Sugar confectionery brands innovate around salted sweets
- Brand innovation/renovation: Malaysian candy brand Big Foot extends its portfolio with new Himalaya salt sports candy flavours

A year of innovation in sugar & gum confectionery, 2021

APAC: Asia records an increase in sugar and gum confectionery launches with added vitamins

- Asian consumers want treats with added health boosts
- More sugar and gum confectionery products are being fortified with vitamins and minerals
- Sugar and gum confectionery brands respond to consumer interest in nutrient-rich options
- Brand innovation/renovation: Asahi releases candies fortified with minerals and vitamins

Australia and New Zealand

- Sugar confectionery brands focus on naturalness

THE AMERICAS

- Americas retail market overview: sugar & gum confectionery, 2021

North America: brands innovate around seasonal flavours

- Holiday-themed candies have strong appeal among US consumers
- Seasonal launches are prevalent in North America
 - Graph 4: sugar and gum confectionery launches featuring a seasonal claim, by top five sub-categories, Feb 2017-Jan 2021
- Sugar and gum confectionery brands celebrate Christmas with festive flavours
- Brand innovation/renovation: Maud Borup launched wine-flavoured cotton candy for Valentine's Day 2020

North America: consumers are looking for convenient packaging

- US consumers are seeking out sugar confectionery in resealable packaging
- Resealable packaging remains scarce among sugar confectionery launches in North America
 - Graph 5: sugar and gum confectionery launches, by top three closure types, Feb 2017-Jan 2021
- Sugar confectionery launches in resealable packaging
- Brand innovation/renovation: Halls adds to its portfolio new convenient products

Latin America: sugar and gum confectionery brands strive to improve their ethical credentials

- Plastic pollution remains a controversial issue for Latin American consumers
- Sugar and gum confectionery launches with ethical claims are increasing
 - Graph 6: sugar and gum confectionery launches, by share of selected ethical claims, Feb 2017-Jan 2021
- Sugar confectionery brands invest in planet-friendly packaging
- Brand innovation/renovation: Grupo Bimbo uses d2w degradable plastic

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850