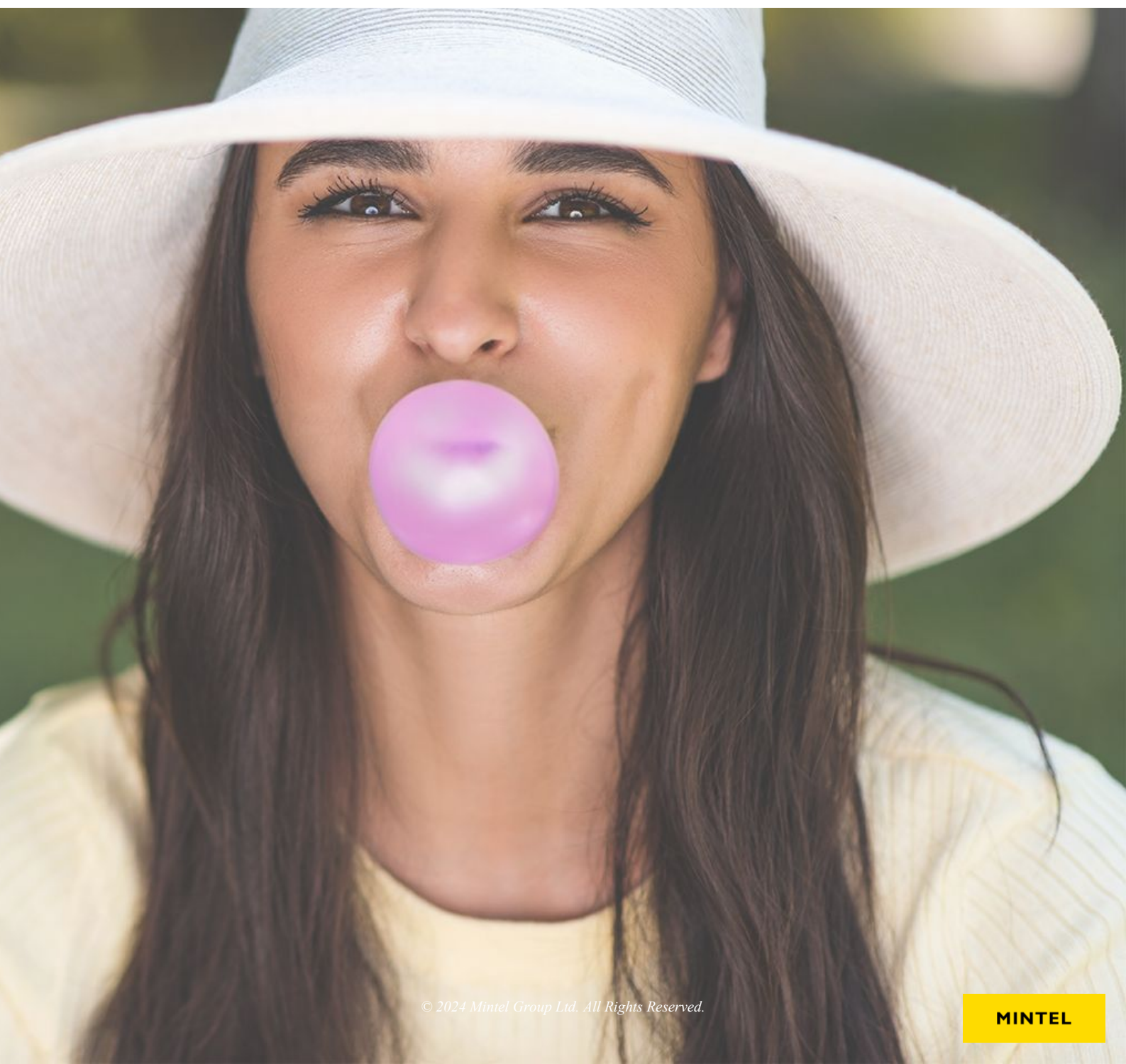


SUGAR AND GUM CONFECTIONERY – INDIAN CONSUMER – 2019

Innovating sugar confectionery for young adults and women and elevating the fun quotient of gum, will reinvigorate this low-consumption, impulse-driven category.



Rushikesh Aravkar,
Associate Director –
Consumer Reports South
APAC – Food & Drink



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Drive growth by increasing consumption occasions
- APAC retail market overview: sugar & gum confectionery, 2019
- Toffees and mints have seen an uptick in NPD launch activity
 - Graph 1: Sugar and gum confectionery launches by sub-category, Aug 2016-Jul 2019
- India: top textures in sugar confectionery NPD
 - Graph 2: Top textures in sugar confectionery NPD, Aug 2017-Jul 2019
- The consumption of chocolate, sugar and gum confectionery in India, % of confectionery users
- It's an opportune time to woo adults
- INR5 value packs: A premiumisation opportunity
- Attract health-conscious consumers with L/N/R sugar candies, though it will remain a niche segment
- Key takeaways

KEY TRENDS

- What you need to know

Key drivers

- Winning formula: combination of sweet, savoury and tangy flavours
- Emergence of a tangy sub-segment
- Young India bodes well for sugar and gum confectionery
- FSSAI attempts to drive healthy eating

Global trends and how they are playing out in India

- Deliver sensations, create experiences, build engagement
- Explore ethnic flavours in modernised formats
- Sugar confectionery meets Mintel Trends

CONSUMER INSIGHTS

- What you need to know

Chapter 1: Usage of sweets and gums

- Increase frequency of consumption among existing consumers

Sugar and Gum Confectionery – Indian Consumer – 2019

- Graph 3: Sugar and gum confectionery consumption, May 2019
- Under-35s are core sugar and gum confectionery consumers
 - Graph 4: Sugar and gum confectionery consumers, by age, May 2019
- Design toffees for women
 - Graph 5: Consumption of sugar and gum confectionery, by gender, May 2019
- Capitalise on the opportunities in small towns
 - Graph 6: Consumption of sugar and gum confectionery in the last three months, by city tier, May 2019
- Introduce healthy candies in metro cities
- East has highest acceptance for sugar and gum confectionery
 - Graph 7: [no title]

Chapter 2: Attitudes and innovations

- Introduce sugar and gum confectionery with natural ingredients in the South
 - Graph 8: Candy/chewing gum innovations consumers would be interested in buying, May 2019
- Use natural fruit syrup to replace sugar
- Opportunity to explore wider functional claims in chewing gum

MARKET APPLICATIONS

- Opportunity: Key areas of focus
- Broaden the range of consumption occasions by tapping into local culture and traditions
- Flavour fusions can provide a total sensory experience
- Innovate around beauty-enhancing confectionery
 - Graph 9: Facial skin concerns among female sugar and gum confectionery consumers, May 2019
- Innovation is essential to drive per capita gum consumption
 - Graph 10: Per capita consumption of gum, 2017
- Explore breath-freshening flavours beyond mint
 - Graph 11: Top 10 flavours in gum confectionery new launches, August 2015-July 2019
- Trust the traditions

Who's innovating

- Perfetti rides the "tangy" wave
- Imli: extending the tangy flavour

Global innovations

- APAC brands innovate around beauty enhancement
- Sugar confectionery promotes inner wellbeing
- Gummy sweets launch with 3D messaging
- Products covered in this Report

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