

# THE FUTURE OF CHOCOLATE, SUGAR/GUM CONFECTIONERY: 2020

Global Annual Review: what's new and what's next for the chocolate, sugar and gum confectionery industries.



A Mintel Analyst, Global Analyst



## Report Content



- A look back and a look ahead

### THE BIG STORIES

- Mintel's perspective

#### **Purchase decisions rest first on flavor**

- Favorite flavors are tops across confectionery categories and markets
- Twice as familiar: two popular flavors in one candy
- Innovative flavors do not have to take a back seat

#### **Gum has to innovate to survive. One strategy revolves around flavor**

- One way: innovate across the mint spectrum
  - Graph 1: gum launches by flavor, 2016-19
- One way: innovate across the mint spectrum
- Consider exploring untapped flavors
- Expanding the flavor horizon for gum

#### **Vegan goes mainstream**

- Vegan milk chocolate hovers on the margins of the category
- Mars' Vegan Galaxy brings vegan into the mainstream
- What's next for vegan chocolate?

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **Does ruby chocolate have a rosy future?**

- Ruby chocolate gets a chance in the US
- Consumers try new flavors, but keep the old
- The flavor is divisive; will the color make ruby chocolate a success in the US?

#### **3D printing and beyond**

- 3D printing allows for customization
- CocoTerra introduces a table-top appliance that allows for at-home chocolate production
- Kitchen appliance for chocolate could provide an array of customization techniques

## Healthy habits can include confectionery

- "Wellness" includes psychological and emotional wellbeing
- "Permission to indulge," responsibly
- The key is measured consumption

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Is "conflict free" the next positioning for chocolate confectionery?
- Upcycling gum containers... and used gum
- New-stalgia will be an important driver of innovation

## KEY MARKET DATA

- Chocolate, sugar and gum confectionery: top claims
  - Graph 2: chocolate confectionery, top 5 claims, 2019
- Chocolate, sugar and gum confectionery: top claims
  - Graph 3: sugar and gum confectionery, top 5 claims, 2019
- Chocolate confectionery: volume sales
  - Graph 4: chocolate confectionery, volume sales (000 tonnes), top 10 countries, 2019 (est)
- Chocolate confectionery: per capita consumption
  - Graph 5: chocolate confectionery, per capita consumption, top 10 markets, 2019 (est)
- Sugar and gum confectionery: volume sales
  - Graph 6: sugar and gum confectionery, volume sales (000 tonnes), top 10 markets, 2019 (est)
- Sugar and gum confectionery: per capita consumption
  - Graph 7: sugar and gum confectionery, per capita consumption (kg/capita), top 10 markets, 2019 (est)

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