

THE FUTURE OF CHOCOLATE, SUGAR & GUM CONFECTIONERY: 2021

Confectionery will never be a conventional "health food" and the path to sugar reduction remains bumpy. However, its role in emotional support should be championed.



A Mintel Analyst, Global Analyst



Report Content



- Listen to our Global Confectionery expert Marcia Mogelonsky talk you through the key stories from this report (video length: 13 min)
- The now, the next and beyond

WHERE WE ARE NOW

- The challenges of a COVID-19 world
- Chocolate confectionery innovation slowed in 2020
- Sugar and gum confectionery launches in 2020
- Chocolate confectionery: what we are seeing
- Sugar and gum confectionery: what we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

The path to sugar reduction will be bumpy

- COVID-19 has accelerated the "war on sugar"
- A "not in my backyard" view of sugar reduction
- Will consumers embrace sugar-reduced confectionery in the post-COVID-19 world?
- Even those who have tried lower-sugar chocolate are ambivalent about its taste
 - Graph 1: "Lower-sugar chocolate doesn't taste as good as standard chocolate," by eaters of lower-sugar chocolate, 2020
- Look for a focus on the taste and mouthfeel
- Amping up flavors and aromas while cutting back on sugar
- Not-so-sweets
- The future of not-so-sweet sweets could start with kids

Sustainability's many layers

- "Protecting the planet" vs "protecting my family"
- Hygiene has been a major focus during the pandemic
 - Graph 2: attitudes towards sharing bags, 2020
- Confectionery's packaging conundrum – less is not always better
 - Graph 3: attractive vs sustainable packaging, 2020
- The future is resealable
 - Graph 4: desired features in confectionery packaging, 2020

The Future of Chocolate, Sugar & Gum Confectionery: 2021

- Sustainability is more than packaging
 - Graph 5: purchase of ethically certified chocolate, 2020
- Upcycling cocoa brings a new focus on sustainability
- Hygiene will continue to impact sustainability

Confectionery will support physical and emotional wellbeing

- Wellbeing is front and center in a post-COVID-19 world
- Confectionery is well known for supporting mental wellness
- Candy for physical health walks a thin line
- Positioning confectionery for physical health
- Gum could have a new role in wellness

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Is it commercially viable and possible to broaden the extent of the "cocoa lands?"
- An end to child slave labor in the cocoa industry
- Getting consumers on board is key
- Exploring the potential for new multi-sensory confectionery experiences
- Using smell to drive confectionery experiences

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