

# THE FUTURE OF CHOCOLATE, SUGAR & GUM CONFECTIONERY: 2023

Sustainability and wellness will play a big role in the next two years, as will even more dynamic innovation. Watch for the influence of AI and more.



A Mintel Analyst, Global Analyst

## Report Content



- Meet Mintel's global confectionery expert
- The now, the next and beyond

### WHERE WE ARE NOW

- Global confectionery by the numbers in 2022
- What we have seen in chocolate confectionery
- Innovative chocolate confectionery launches in 2022
- What we have seen in sugar and gum confectionery innovation
- Innovative sugar and gum confectionery launches in 2022

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### Looking ahead, confectionery must tackle a range of sustainability issues

- Sustainability issues across confectionery
- Sourcing ethical cocoa is an ongoing challenge
- Palm oil is another ingredient with sourcing issues
- Manufacturers experiment with sustainable packaging, responding to consumer concerns
- Currently, sustainability is not a priority for confectionery consumers
- The need for more consumer buy-in
- On-pack promotion of a range of sustainability positions

#### A broader definition of health and wellness

- What does "better-for-you" confectionery mean?
- Confectionery provides consumers with the freedom to indulge, which bridges a range of wellness needs
  - Graph 1: "Feeling guilty about my food/drink choices reduced the pleasure I get from them," 2022
- Guilty or unguilty pleasure? Confectionery fits both models
- Confectionery is not a food associated with physical wellness
- Functional and BFY confectionery is available for those who want it
- Confectionery supports mental health
- Confectionery can contribute to a sense of spiritual wellness

#### Flavor, texture, aroma and experiences continue to delight

- Flavor is the top attribute sought by chocolate confectionery eaters, but texture is also important
- Flavor is a major factor in sugar confectionery choice, followed by texture

# The Future of Chocolate, Sugar & Gum Confectionery: 2023

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- Something old: leveraging the power of nostalgia
- Something new: the flavor of unexpected ingredients in chocolate or sugar confectionery
  - Graph 2: interest in chocolate flavors, 2021
- Experiencing confectionery

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Multiculturalism will grow opportunities for seasonal confectionery
- Adapted, blended or shared holidays need confectionery, too
- The future of vegan confectionery
- In order to remain a strong contender, vegan confectionery will have to make its benefits better known
- AI, VR and the future of confectionery
- Confectionery in the virtual reality metaverse
- Key takeaways

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