

THE FUTURE OF CHOCOLATE, SUGAR & GUM CONFECTIONERY: 2024

Confectionery will skirt myriad challenges – from ingredient shortages and inflation to the 'ultra-processed' debate – by banking on indulgence and nostalgia.



A Mintel Analyst, Global Analyst



Report Content



WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Consolidation in the chocolate industry spells a change in the meaning and positioning of premium chocolate

- There is no regulated term to define premium chocolate
- Premium chocolate's growing pains
- Private-label premium products eclipse branded in some markets
- Consumers appreciate premium chocolate, but do not rely only on branded products
- No longer an exclusive and expensive item, premium chocolate is a fixture in many private label lines
- The future of premium chocolate

Gum's supporters are dwindling, pointing to more challenges in the future

- Post-pandemic usage of gum does not bode well for the category
 - Graph 1: usage of chewing gum, 2018-23
- Launches have remained flat as brands stick to "the old and reliable"
- Innovation takes few big steps in the category
- Gum users have asked for more, but innovation has not kept pace
 - Graph 2: interest in new gum concepts, 2023
- Consolidation in the wider confectionery industry will affect the gum category

Ultra-processed food and the confectionery industry

- Consumers find ways to include ultra-processed food in their diets
- Consumers are making allowances for ultra-processed treats, which benefits confectionery
 - Graph 3: highly processed food/drink products are fine in moderation as part of a balanced diet, 2022*
 - Graph 4: "I eat something indulgent every day (eg dessert or treat)", 2023*
- Only a small percentage of chocolate and sugar confectionery launches make natural claims
 - Graph 5: Natural-related claims, % of chocolate and sugar confectionery* 2021-23
- Some confectionery products bring kids and natural ingredients front and center
- Moderation, not reformulation, is key to confectionery's success for now

IN FIVE YEARS AND BEYOND

- Mintel's perspective

Smaller chocolate bars will become the norm

- Weight-loss drugs will redirect eating habits
- Other factors will also drive down the size of chocolate products

New uses for chewed chewing gum

- Chewed and treated gum could become a wearable sensor

Growing interest in customizing confectionery will allow consumers to control their sweet tooth habits

- "Making it yourself" could offer significant customization opportunities

KEY TAKEAWAYS

- Key takeaways

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