

Sugar and Gum Confectionery - UK - December 2012

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“Sugar confectionery is hardly on a blacklist of harmful foods... yet this isn't to say that sweets with healthier recipes hold no appeal. This report highlights opportunities to tap into a consumer interest in sugar confectionery with a better-for-you positioning. A hefty 61% of sweet users claim that there are not enough healthy sweets available, rising to 64% of under-35s which suggests an opportunity to excite usage.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- Which NPD areas offer potential in sugar confectionery?
- What NPD areas can manufacturers explore to engage the growing over-65s population?
- What deters consumers from using chewing gum?
- Is there significant demand for 'healthier' sweets?

The UK sugar confectionery and gum market recorded a 5.5% increase in value sales between 2007 and 2011 to reach £1,597 million, with sales mainly fuelled by commodity-driven price hikes. Reflecting on-going concerns about healthy diets and competition from rival treat and snack sectors, volumes fell by 5.5% over 2007-11.

The same trends are expected to continue in 2012, with the market expected to see a further decline in volume sales, to 205 million kg, while inflation will continue to fuel value growth to an estimated £1,626 million. Challenges lie ahead for the likes of Wrigley, since the rate of decline of chewing gum volumes is forecast to gain pace. However, this report outlines tangible NPD opportunities for both sweets and gum to help revive usage, such as more extreme flavoured sweets and gum enriched with vitamins.

This report examines the UK retail market for sugar confectionery, mints and gum. Mintel's definition includes products sold through the retail channel, including:

- soft confectionery (such as jelly sweets, pastilles)
- standard and power mints
- hard confectionery (such as boiled sweet, toffees, caramels)
- functional confectionery (such as medicated confectionery)
- chewing gum and bubblegum
- other confectionery (such as loose pick n' mix and lollipops)

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