

Sugar and Gum Confectionery - UK - December 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"There is likely to be significant rewards for players in the sugar confectionery market who tick the boxes in terms of both taste and health. As well as appealing to health-conscious consumers, this would also help brands to proactively stay ahead of the 'state stick' and boost their reputations as being 'socially responsible'."

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Are lower-sugar variants a missed opportunity for mainstream sweet brands?
- How can sweets give themselves a more adult positioning?
- What NPD areas can manufacturers explore in the chewing gum market?
- Should chewing gum brands look beyond the fresh breath and oral health angles in their marketing?

Britons continue to find room in their diets for sweet treats like sugar confectionery despite the overarching health trend and the government's focus on improving the nation's diets and combating obesity. As such, an impressive nine in 10 adults have eaten sweets in the last year, with the younger generation and families with young children most engaged with the category.

However, despite the presence of a number of iconic brands and high levels of innovation in terms of flavour concepts and formats, the market is struggling. Volume sales have fallen between 2008 and 2013, while rising prices have seen the value of the market edge up by just 2% over the period. This reflects widespread concerns over these products being bad for you, presenting opportunities for NPD (new product development) focusing on healthier formulations. That six in 10 users would be interested in buying lower-sugar versions of their favourite brands indicates this as a lucrative avenue for brands to explore.

Meanwhile, the gum market is also faltering, despite its positive image in terms of dental health. However, there remains scope for more flavour-based innovation to inject excitement into the category – taking cues from the sugar confectionery market, with energy-boosting gum also presenting innovation opportunities.

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