

Sugar Confectionery and Breath Fresheners - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While there remain concerns about the nutritional content of sugar confectionery products, ultimately, consumers still want to indulge. The category continues to grow as a result of new product innovation catering to consumption occasions and keeping the category fresh and exciting.”

– Amanda Topper, Food Analyst

This report looks at the following areas:

- What impact will health have on the category?
- How is innovation boosting category sales?
- How is innovation boosting category sales?

The sugar confectionery category grew 21% from 2009-14, and is expected to grow to continue from 2014-19. Consumers remain interested in the category despite an overall trend toward more healthful eating. While some consumers look for products featuring natural ingredients, flavors, or sweeteners, many value the indulgent factor of these products and eat them to indulge a craving or treat themselves.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Information Resources Inc. Consumer Network Metrics

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