

Sugar Confectionery - Canada - January 2015

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“Sugar and gum confectionery have broad appeal, but manufacturers are hampered by a number of industry problems. Consumers tend to eat confectionery only occasionally and their usage of gum is on the wane.”
– Marcia Mogelonsky, Director of Insight, Mintel Food and Drink

This report looks at the following areas:

- Sugar and gum confectionery have a big following
- But, most users eat the products only infrequently
- Health issues are likely to challenge the market
- But, there is room to innovate around seasonal opportunities

The Canadian sugar and gum confectionery market has seen very slow growth over the past five years, and the forecast for the next five years suggests another period of slow growth, with the market expected to increase only by 1-2% per year.

Sugar and gum confectionery includes hard and chewy candy, liquorice, caramels, marshmallows, lollipops, mints and medicated confectionery, as well as chewing gum and bubble gum. While the products have significant penetration, used by more than nine in 10 adults, their usage tends to be infrequent or occasional, suggesting that while consumers are interested in buying/using candy and gum, they are not frequent visitors to the category.

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DID YOU KNOW?

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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But, most users eat the products only infrequently

Health issues are likely to challenge the market

But, there is room to innovate around seasonal opportunities

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