

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Candies and gums are frequently consumed in the country but volume consumptions are decreasing. One of the challenges is finding ways to reduce the sugar and artificial ingredients used, common to the products in the category, and create healthier varieties.”

Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Developing healthier and fortified varieties
- Parents want natural products for their children

Products covered in this Report

This Report examines the Brazilian market for sugar and gum confectionery, and includes:

- hard confectionery, including boiled sweets and lollipops;
- soft confectionery, including gums, jellies, chews, licorice, marshmallows, and fudge;
- chewing gum and bubble gum (mint and fruit flavors).

For this report, the words “candy” and “sugar confectionery” exclude chocolate and include:

- drops (eg Halls, Freegells);
- peanut candy (eg *paçoca*, *pé de moleque*, *Dadinho*);
- pastilles (eg Tic Tac, Garoto);
- jelly-style candies (eg Haribo);
- hard candies (eg Kid’s);
- toffees including caramels (eg Butter Toffee);
- banana snacks (eg *Bananinha*);
- lollipops (eg Chupa Chups);
- other types (eg marshmallows, licorice sweets).

And the words “gum” and “gum confectionery” include:

- chewing gum (eg Trident, Chiclets);
- chews (eg 7 Belo);
- bubble gum (eg Bubbalo).

Traditional Brazilian candies such as banana sweets, *paçoca* (peanut candy), and *pé de moleque* (peanut brittle) are included in the Report analysis, but not in the market size.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
 Products covered in this Report
 Market size for sugar and gum confectionery
 Excluded
 Terms

Executive Summary

The market
 Figure 1: Value retail sales of sugar and gum confectionery in Brazil, 2011-21

Market drivers
 The economy is still not in good shape
 Companies and brands
 Mondelez holds 60.1% share by value and is the market leader
 Figure 2: Value shares in the sugar and gum confectionery retail market, 2014 and 2015

Toffees and caramels is the segment with most innovation
 Brands are diversifying their portfolios
 Innovations in flavor
 The consumer
 Usage of candies and gums is widespread
 Figure 3: Usage of sugar and gum confectionery, May 2016

Brazilians are worried about their teeth
 Figure 4: Barriers to eating more sugar and gum confectionery, May 2016

Deliberate purchases were done by 67%
 Figure 5: Purchase of sugar and gum confectionery, May 2016

Brand loyalty decreases with age
 Nutritional information should have more space on the packaging
 Figure 6: Attitudes and behaviors toward sugar and gum confectionery, May 2016

What we think

Issues and Insights

Developing healthier and fortified varieties
 The facts
 The implications
 Figure 7: Fini's fortified products, Brazil
 Figure 8: Candies and gums with natural sweeteners, worldwide

Parents want natural products for their children
 The facts

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

Figure 9: All-natural products aimed at children, worldwide

Figure 10: Vitamin-fortified sweets for children, worldwide

The Market – What You Need to Know

Retail sales value is forecast to reach R\$10.9 billion by 2021

Brazilians are living longer and half the population is overweight

Changes in legislation to offer extra information to consumers

Market Size and Forecast

Worldwide sugar and gum confectionery market

Market performance

Figure 11: Retail sales of sugar and gum confectionery in Brazil, by value, 2011-15

Figure 12: Retail sales of sugar and gum confectionery in Brazil, by volume, 2011-15

Segment performance

Figure 13: Retail value sales of sugar and gum confectionery, in R\$ billion, 2014-15

Figure 14: Retail volume sales of sugar and gum confectionery, in (000) tons, 2014-15

Figure 15: Retail value and volume sales of gum confectionery, in R\$ billion and (000) tons, by segments, 2014-15

Figure 16: Retail value and volume sales of sugar confectionery, in R\$ billion and (000) tons, by segments, 2014-15

Forecast for the sugar and gum confectionery market

Figure 17: Forecast of Brazil retail sales of sugar and gum confectionery, by value, 2011-21

Figure 18: Forecast of Brazil retail sales of sugar and gum confectionery, by volume, 2011-21

Forecast methodology

Market Drivers

Aging population can affect sales in the long run

6.2% of Brazilian adults have diabetes and 21.4% have hypertension

More than half of Brazil's population is overweight

The Brazilian economy is still struggling

Inflation is showing signs of slowing down

Figure 19: IPCA monthly change, by percentage, January 2014-August 2016

Unemployment rate keeps increasing

Figure 20: Unemployment rates, Brazil, 2015-16

Interest rate remains stable

Regulatory and Legislative Changes

Changes in labels to include allergens and lactose content

Companies and Brands – What You Need to Know

The market leader – Mondelēz – Holds 60.1% share by value

Toffees and caramels is the most innovative segment

Brands are exploring new segments

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Share

Mondelēz is the leading company

Halls Extreme Store

Perfetti is expanding its distribution channels

Riclan's share are down in 2015

Arcor relies on low prices

Teaching consumers new recipes using branded products

Figure 21: Value shares in the sugar and gum confectionery retail market, 2014 and 2015

Figure 22: Volume shares in the sugar and gum confectionery retail market, 2014 and 2015

Launch Activity and Innovation

Toffees and caramels top in new product developments

Figure 23: Share of new product launches in the sugar confectionery market, by type, 2011-16

NPD in flavors

Figure 24: NPD in flavors

Innovations in peanut candies

Figure 25: New peanut candies products with flavors, Brazil

Florestal explores cocktail-flavored candies

Figure 26: New product launches in the Brazil sugar confectionery market, by flavor, 2011-16

Perfetti van Melle exploring Mentos flavors

Figure 27: New Mentos products, Brazil

Expanding into new segments

Figure 28: New Poosh!, Arcor, Brazil

Innovations around the globe

Figure 29: Fortified products in the UK

Figure 30: Wrigley's Orbit with air freshener, Croatia

Figure 31: Normal's Bland Selv Shots Æble, Denmark

The Consumer – What You Need to Know

Candies and gums are eaten by 81%

29% of users limit their use of sweets due to dental health concerns

Thinking before buying

Nutritional information is important to consumers

Usage of Sugar and Gum Confectionery

Candies and gums present high consumption

Figure 32: Usage of sugar and gum confectionery, by gender and age, May 2016

Consumption of sugar confectionery presents an upmarket skew

Figure 33: Usage of sugar and gum confectionery, by socioeconomic groups, May 2016

The North and South-East have the highest consumption rates

Candies are consumed by 66%

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Usage of candies, by gender and age, May 2016

Figure 35: Toffees and caramels with a premium positioning, UK and US

Figure 36: Usage of candies, May 2016

Gums are consumed by 48%

Figure 37: NPД in low/no/reduced chewing and bubble gum, Brazil, 2011-16

Figure 38: Usage of gums, by gender and age, May 2016

Figure 39: Usage of sugar and gum confectionery, May 2016

Barriers to Eating More Sugar and Gum Confectionery

Damage to teeth is the most worrisome issue

Figure 40: Products focused on dental health, worldwide

Tackling sugar levels also plays an important part

Figure 41: Low/no/reduced sugar varieties of sugar and gum confectionery, Brazil

Companies heavily invest in sugar-free gums and toffees

Figure 42: NPД in low/no/reduced sugar, by segment, Brazil, 2011-16

Figure 43: Barriers to eating more sugar and gum confectionery, by gender and age, May 2016

Natural products can increase consumption

Figure 44: All-natural candies, Brazil

Figure 45: Barriers to eating more sugar and gum confectionery, by gender and age, May 2016

Long-lasting flavor can push sales

Figure 46: Products with long-lasting flavors, worldwide

Figure 47: Barriers to eating more sugar and gum confectionery, by gender and age, May 2016

Figure 48: Barriers to eating more sugar and gum confectionery, May 2016

Purchase of Sugar and Gum Confectionery

Most purchases of sweets are deliberate

To keep a fresh breath is the main reason for purchase

Figure 49: Products aimed a fresh breath, worldwide

Figure 50: Ragold's Velamints White Gum, Germany, China and other countries

Figure 51: Purchase of sugar and gum confectionery, by gender and age, May 2016

Buying candies for special events

Impulsive purchase is done by 28%

Differences among cities

Figure 52: Purchase of sugar and gum confectionery, May 2016

Attitudes and Behaviors toward Sugar and Gum Confectionery

Displaying nutritional information is welcome

Figure 53: Candies/gums products using the traffic light system, UK

Figure 54: Attitudes and behaviors toward sugar and gum confectionery, by gender and age, May 2016

Brands play an important role

Figure 55: Attitudes and behaviors toward sugar and gum confectionery, May 2016

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Sugar and Gum Confectionery - Brazil - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Among new flavors, spicy ones seem to attract more

Figure 56: Spicy-flavored products, Brazil and Mexico

Figure 57: Exotic sweet flavors, Worldwide

Figure 58: Tic Tac Popcorn Flavored Mints, Ferrero, various countries

Figure 59: Trying out new flavors, by gender and age, May 2016

Figure 60: Attitudes and behaviors toward sugar and gum confectionery, May 2016

Appendix – Market Size and Forecast, Abbreviations and Supporting Information

Market size and forecast

Figure 61: Value sales for sugar and gum confectionery, Brazil, 2011-2021

Figure 62: Volume sales for sugar and gum confectionery, Brazil, 2011-2021

Fan chart forecast

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com