

Sugar and Gum Confectionery - UK - December 2015

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“While the impact of the sugar debate on the sugar confectionery market has so far been limited, the public focus on sugar continues to pose a threat. Consumers’ openness to sugar-free variants and positive views of alternatives to refined sugar suggests these as potential areas to explore.”

– Anita Winther, Food and Drink Analyst

This report looks at the following areas:

- Sweeteners and sugar alternatives warrant attention
- Scope to drive gifting and premiumisation in sweets
- Chewing gum’s dental health credentials doubted by many

Sugar made headlines in 2014 as the latest ‘health foe’, and this has continued throughout 2015. While this focus could be expected to have hit sugar confectionery, a relatively high number of users state that the healthiness of sweets does not concern them. Accordingly, sweets have held their place as a popular treat.

While the impact on the market has been limited, the highly visible public focus on sugar continues to pose a threat, including suggestions of a centrally led reformulation programme to reduce sugar in food and drink. The openness to sugar-free variants and positive views of alternatives to refined sugar suggest these as potential areas to explore.

Eaten by just one in three people, chewing gum lags noticeably behind sweets. Only about half of people think that chewing gum helps to keep the teeth healthy after eating, despite sugar-free gum securing EFSA (European Food Safety Authority) approval for related claims. Driving awareness of the dental health benefits of gum remains a key approach for supporting usage.

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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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