

Non-chocolate Confectionery - US - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Dollar sales of non-chocolate confectionery have increased although year-over-year growth has been slow, as the category struggles with consumer concerns over health. However, the importance of indulgence has prevented decline overall. Growth, albeit slow, is forecast through 2022, with the slowdown due to reduced category participation."

-Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- Sugar limits category participation
- Flavor innovation plays strong role in increasing non-chocolate confectionery consumption
- Non-chocolate confectionery is most often turned to for snacking
- Room for sales growth exists online

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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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