

# Chocolate and Non-Chocolate Confectionary - Canada - February 2019

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## This report looks at the following areas:

- Health-related concerns influencing category innovation
- Canada's aging population represents a possible challenge to growth
- Confectionery positioned as a 'functional' option
- Candy's not just for kids according to Canadians
- Canadians equate chocolate with emotional well-being
- Canadians are willing to pay more for better quality chocolate



"Canadians show a love for chocolate and non-chocolate candy. There is also a portion that cite interest in options that are innovative when it comes to flavour, format and functionality. While established brands don't want to undermine the equity they've established with their consumers, feedback shows that there is opportunity to capitalize on prospective 'white space' opportunities."

- Joel Gregoire, Associate

Director - Food & Drink  
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- **Canadians are more time-pressed**

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- **Confection made with natural sugars are of interest to Canadians**
- **Flavour and brand are the top considerations for consumers**
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