

## Sugar and Gum Confectionery - UK - March 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“With myriad products competing to give consumers a mood-boosting sugar fix during times of uncertainty, compelling NPD will remain vital for players in the sweets market. Lower-sugar sweets, vegan sweets and premium sweets continue to offer a lot of potential.”

– **Emma Clifford, Associate Director – Food and Drink Research UK**

This report looks at the following areas:

- Huge potential in vegan sweets, but a need for more transparency around ingredients
- British ingredients can help to win over over-45s
- Brands and supermarkets can harness the 'specialness' associated with sweet shops

Even the demonisation of sugar has not suppressed the sweet tooth of UK consumers or dent demand for sugar confectionery. Value sales of sweets increased 2% year-on-year in 2019 to reach £1,507 million, while the rate of annual volume growth lagged slightly behind at 1.9%. Their undiminished popularity is underpinned by the status of sweets as an affordable, permissible and mood-boosting treat.

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Ongoing scepticism over artificial sweeteners

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