

## Sugar and Gum Confectionery - UK - November 2011

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“Reducing sugar content as both a cost-saving measure and to align with consumer interest for healthier sweets may be the best route to keeping sugar confectionery at a manageable price for both manufacturers and users.”

– **Chris Wisson, Senior Food Analyst**

### In this report we answer the key questions:

- **Is there demand for healthier sweets?**
- **Is an ageing population a threat to the market?**
- **How can sweet brands leverage the trend for sharing?**
- **How can gum continue its recent recovery after years of decline?**

#### Definition

This report examines the UK retail market for sugar confectionery, mints and gum. Mintel’s definition includes products sold through the grocery retail channel, including:

- soft confectionery (such as jelly sweets, pastilles)
- standard and power mints
- hard confectionery (such as boiled sweets)
- functional confectionery (such as medicated confectionery)
- chewing gum and bubblegum
- other confectionery (such as loose pick n’ mix and lollipops)

It excludes sales via catering or foodservice establishments, however references and comparisons to these sectors may be made where relevant.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel’s food deflator.

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