

## Sugar and Gum Confectionery - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Rising dental health concerns can create an opportunity for chewing gum brands. Currently much of the marketing for sugar-free gums centres around fresh breath, however, the dental health benefits, particularly for children, could warrant more focus. Though explored internationally, tooth-friendly gums tailored for children remain rare in the UK market.”

– Aimee Townshend, Research Analyst

### This report looks at the following areas:

- Sweets with improved health credentials appeal to users
- Package formats supporting portion control should resonate
- Rise in tooth decay amongst children presents opportunity for gum manufacturers

Despite the debate surrounding sugar's role in the nation's diets and obesity crisis, four in five adults ate sweets in the six months up to September 2014. However, the recent media focus on sugar has not gone unnoticed by consumers with four in 10 users who eat sweets less often than most days limiting how often they eat sweets because they are unhealthy. This has been reflected in volume declines in the market in recent years. However, consumers' openness to reduced sugar sweets offers an area of further development for manufacturers.

Chewing gum lags noticeably behind sweets, eaten by just under 40% of people. However, tooth decay is now the biggest cause of primary school children being hospitalised, which could create an opportunity for gum manufacturers, given the approved dental health claims of sugar-free gums.

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Rise in tooth decay amongst children presents opportunity for gum manufacturers

## The facts

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Company background

Gum product range

Other products

Recent activity

**Mondelēz International**

Company background

Product range

Recent activity

**Haribo**

Company background

Product range

Recent activity

**Nestlé**

Company background

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Company background  
Product range  
Recent activity  
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Mondelēz steps up adspend in 2014 to support launch of new sweet ranges  
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