

## Sugar Confectionery - China - December 2016

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“To win over the more health-conscious consumers, brands need to invest more efforts in communicating ingredients, sweeteners and nutrition, and make gum products more relevant for urbanites that concern about dental health.”

– Cheryl Ni, Research Analyst: Food & Drink

This report looks at the following areas:

- Enhance product offering to survive in a health conscious world
- Target females by claiming true benefits
- Amplify the fun part to attract young consumers/parents in their 20s
- Link gum with benefits for teeth protection

The sugar confectionery market value in China has experienced – and will continue – a flat growth, due to consumers’ growing awareness of sugar intake. The market is becoming more fragmented, given a lot of new player with special features and services. To stay competitive, big players should keep bringing new excitements to consumers, in order to maintain growth.

Fortified nutrition and authentic ingredients will increase the credibility of brands that brags about expanding the healthier offerings, thus facilitate premiumisation. It is also important to target the right groups by satisfying their genuine needs.

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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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