

Sugar and Gum Confectionery - UK - December 2016

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“While the market has remained resilient amidst the sugar debate, it is facing pressure to contribute to reducing sugar consumption. Portion control will be an important tool for operators to reach the reduction goal. Meanwhile, that many parents are open to artificial sweeteners in kids’ sweets highlights this as an area to explore.”

- Anita Winther, Research Analyst

This report looks at the following areas:

- **Promotions make sweets more permissible for many**
- **Artificial sweeteners and portion control can help meet sugar reduction target**
- **Scope for chewing gum to build role in helping to curb snacking**

Sweets have shown resilience against the backdrop of the sugar debate. The view that there is a place for sweet treats in a balanced diet will have helped to support the market. Volumes have remained fairly stable, an uplift in 2015 driven by a fall in prices. An overall increase in average prices over 2011-16 has fuelled an estimated value growth over the period.

The Childhood Obesity Strategy is putting renewed pressure on the category to help reduce consumers’ sugar intake, whether through reformulation or changes to portion sizes. That many parents are open to artificial sweeteners in kids’ sweets highlights this as an area to explore. Meanwhile, consumers’ confusion with regards to on-pack portion guidelines highlights the importance of clear communication of portion size.

Gum continues to struggle with volumes on a downwards trajectory over 2011-16, value sales also falling in 2015. That chewing gum is widely seen by users as helping to curb snacking suggests scope for marketing to highlight the benefits of chewing gum here.

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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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Artificial sweeteners and portion control can help meet sugar reduction target

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The implications

Scope for chewing gum to build role in helping to curb snacking

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Fruit pieces can build on naturalness cues

Liquid centre can inject excitement to sweets

Promotions make sweets more permissible for many

Sugar alternatives enjoy a better-for-you image, opportunities for artificial sweeteners

Chewing gum is viewed as helping to curb snacking

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