

Sugar and Gum Confectionery - UK - January 2018

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

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“With volumes sales of sweets expected to continue to fall, the onus is on companies to encourage trading up within the category. The premium end of the market, however, remains underdeveloped – despite strong consumer demand – creating ripe opportunities for innovation in this area.”

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

This report looks at the following areas:

High quality ingredients, sophisticated flavours, artisanship and provenance of ingredients can all play important roles in denoting a premium status.

- **Sophisticated flavours can take sweets into a foodie domain**
- **NPD from major sweets brands could mark a major turning point for L/N/R sugar innovation**
- **Helping with the problems of gum disposal can build brand loyalty in the gum market**

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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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Forecast methodology

Market Drivers

- Mounting concerns over sugar
- Yet volume sales of sweets were undented over 2012-16
- PHE publishes category-specific targets for sugar reduction
- Portion control flagged up as most relevant option for sugar reduction in sweets
- Shrinkflation attracts media attention
- Action on Sugar (AoS) calls for sugar tax to be extended to confectionery
- Graphic health warnings have even been mooted
- Ingrained wariness towards artificial sweeteners
- New rules ban companies from advertising sugary products to children on any media
- End of EU sugar quotas to ease price pressures on manufacturers
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Co-op unveils own-label sugar-free sweets

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Maynards Bassett creates an experiential art campaign

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High levels of weekly usage of sweets

Ingrained use of gum

Scope to build on gifting in sweets

Over half eat sweets to boost their mood

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Soft, buttery sweets win on comfort, satisfaction and indulgence

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High levels of weekly usage of sweets

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Soft, buttery sweets win on comfort, satisfaction and indulgence

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