

# Non-chocolate Confectionery - US - 2022

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## This report looks at the following areas:

- Non-chocolate confectionery purchase details (type, season)
- Non-chocolate confectionery purchase recipients
- Influences on change in non-chocolate confectionery consumption
- Associations with purchase location
- Factors important to non-chocolate confectionery purchase
- Frequency of non-chocolate confectionery use for occasions

The non-chocolate confectionery market is a diverse space, including a variety of flavors and textures, including chewy, gummy and hard, among many others. Consumers embrace this, and are not significantly loyal to one type of candy, valuing the different consumption experiences and occasions that candy can offer. Brands will compete to provide a product that balances the need for excitement and comfort, no matter the occasion.

Consumers are most likely to shop the category for personal consumption, oftentimes as part of a greater task. Just under half (49%) of consumers turn to non-chocolate confectionery at least once a week to treat themselves or fulfil a craving. Competition, then, is critical between non-chocolate confectionery brands, making winning the sale in the moment a key consideration, even over convincing consumers to buy non-chocolate treats.

Non-chocolate candy holds positive associations with fun and indulgence, even briefly tapping into the inner child. For many, the enjoyment that these products offer outweighs health concerns, including sugar consumption. The market for BFY and low-/no-sugar confectionery will remain niche.

While inflation will not miss the non-chocolate confectionery market, its relatively affordable price point will shield it from significant impact. Some brands may enjoy a boost from consumers trading down from other categories. Candy's role as a comforting treat will further help non-chocolate confectionery into shopping carts during times of stress.



“The biggest strengths of non-chocolate confectionery are in its variety of taste, texture and overall experience while also meeting the need for personal treating and snacking. The foundation for the market is strong, but split, as consumers are not necessarily loyal to brand or even product attributes.”

– Kelsey Olsen, Food and Drink Analyst

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