

Sugar Confectionery – China – 2022

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This report looks at the following areas:

- Market outlook of both sugar and gum confectionery segments.
- Marketing activities and product innovations in the domestic and global markets.
- Consumers' preferred formats (sugar confectionery vs health supplements) for functional benefits.
- Consumers' perceived premium attributes for sugar confectionery.
- Consumption attitudes toward sugar confectionery.
- NPD strategy for gum confectionery and functional candy.

58% of respondents would prefer to achieve the function of emotional relief in candy form rather than taking health supplements, indicating the biggest functional opportunity for sugar confectionery brands to compete with traditional health supplements.

COVID-19 and the resurgence of cases have largely limited offline retail activities, leading to a decline in the sales of both sugar and gum confectionery products due to their dependence on offline channels. In addition, the pandemic has enhanced health awareness among consumers and boosted their demand for 'minus' claims and functional benefits.

The threats to the market include the increased level of product homogeneity among sugar confectionery and the competition from more candy-form traditional health supplements. Brands need to keep up active product innovation in textures, flavours and functionalities to strike a balance between indulgence and healthiness.

There are two growth directions worth exploring in the market. One is to upgrade product functionalities, such as capitalising on stress relief functions in functional candy and tackling specific oral health issues in gum confectionery. The other is to highlight the vitamin/mineral content, instead of TCM ingredients, to better satisfy consumers' quest for naturalness.



"The sugar confectionery market faces intensified internal competition as well as external threats from health supplements. Brands – especially those focused on functional candy – are recommended to capitalise on the stress relief function and promote naturalness through vitamin and mineral content rather than TCM ingredients."

– Joy Yin, Senior Research Analyst

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