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for the **ASIAN FOOD SUPPLY CHAIN**



**Industry.**



**Retail.**



**Foodservice.**



**eCommerce.**



**Services.**

# Emerging Confectionery Products Market Trend

# Confectionery Market Insight



- Confectionery products includes wide variety of food items that are rich in sugar such as candies, chocolates, caramels, gums, and cookies.
- In 2015, Global Confectionery Market size was valued at \$184,056 million, and is predicted to reach \$232,085 million by 2022, supported by a CAGR of 3.4% during the forecast period 2016 - 2022.
- By the year of 2023, the Europe confectionery market is expected to reach USD 83 billion, indicating a steady CAGR of 3%, throughout the forecast period.
- Germany and the United Kingdom are the largest markets developing at a steady rate; Western Europe confectionery sales have been influenced by the declining gum consumption.

***Source: Allied Market Research, 2017***

# Confectionery Market Insight

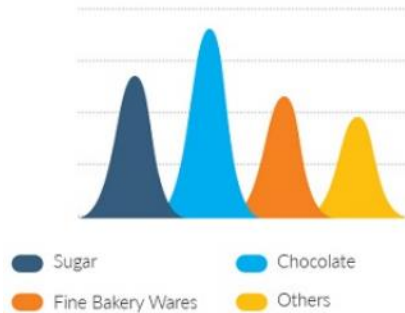


- Europe is expected to continue to lead the market during the forecast period (2016-2022), followed by Asia-Pacific region.
- Brazil took up 35.27% share in the LAMEA confectionery market in 2015.
- India is expected to develop at a faster rate, reaching a CAGR of 4.6%.
- Italy accounted for 7.33% share in 2015.
- High demand from middle-class consumers are the main factor that The global confectionery market is growing at a steady pace.

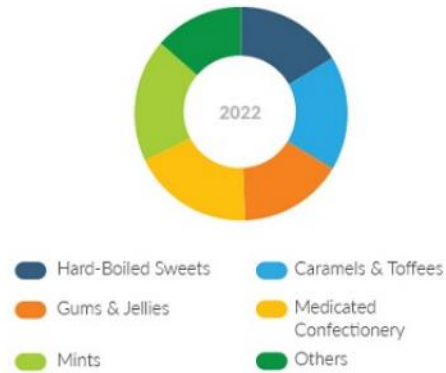
***Source: Allied Market Research, 2017***

# Confectionery Market Insight

GLOBAL CONFECTIONERY MARKET  
BY TYPE



GLOBAL SUGAR CONFECTIONERY MARKET  
BY TYPE



- From the figure above, chocolate had shown highest growth rate in global confectionery market.
- Mints is projected to remarkable growth, registering a CAGR of 3.6%.

**Source: Allied Market Research, 2017**

# Growing factors

- Product innovation in terms of **formulations**, **processing**, and **packaging** are the significant factors that spur the development of the confectionery industry.
- Moreover, market growth is further supported by **retail market expansion** and **economic growth** in advanced & emerging economies.
- Asia-Pacific confectionery market showed the highest growth rate in 2015.
- Key players in the region enhance their brand recognition and influence in the confectionery industry by largely investing on **advertising campaigns** and **marketing** such as **promoting its products as gifts** for weddings and other occasions.



**Source: Allied Market Research, 2017**

# Emerging Trend for Confectionery Products



- Rise in demand for **low-calorie**, **sugar-free** and **functional products** provide rewarding growth opportunities to the confectionery industry
- Products' launch with **organic** claim in chocolates elevated by 6% during past two years.
- Chocolate market in the Europe region are further driving by **Clean label claim** products, such as “all-natural”, “preservative-free”
- **High-cocoa** chocolate
- Boxed assortments sale is growing, owing to **seasonal chocolate gifting trend**, demand for **premium chocolate**, and attractive packaging.

***Source: Allied Market Research, 2017; Mordor Intelligence, 2018***

# 1.0 Low Calorie



## Cadbury's Freddo Frog Milk Chocolate

### Ingredients:

Full Cream Milk, Sugar, Cocoa Butter, Cocoa Mass, Milk Solids, Emulsifiers (Soy Lecithin, 476), Flavours.

*64 kcal/266kj per serving*



## Fibre One's 90 Calorie Chocolate Fudge Brownie Bars



## Werther's Original Caramel Hard Candy

A single Werther's Original Caramel Hard Candy provides *23 calories, less than one gram of fat and about 3 grams of sugar.*

Ingredients: Sugar, Glucose Syrup (From Wheat or Corn), Cream, Whey, Butter, Sugar Cane Syrup, Salt, Soy Lecithin Emulsifier, Artificial Flavour

Ingredients: Chicory Root Extract, Wheat Flour, Sugar, Chocolate Flavour Fudge Pieces (Sugar, Vegetable Oils: Palm Kernel, Palm, Shea; Cocoa Powder, Whole Milk Powder, Emulsifier: Soy Lecithin), Cocoa powder, Fructose, Vegetable Oils: Palm, Palm Kernel, Shea, Wheat Fibre, Humectant: Glycerol, Sunflower Oil, Water, Egg White Powder, Raising Agents: Sodium Acid Pyrophosphate, Sodium Bicarbonate, Corn Starch, Natural Flavouring, Natural Vanilla Flavouring, Salt, Thickeners: Xanthan Gum, Locust Bean Gum, Emulsifier: Soy Lecithin, Whole Milk Powder, Antioxidant: Tocopherol-Rich Extract



# 1.0 Low Calorie



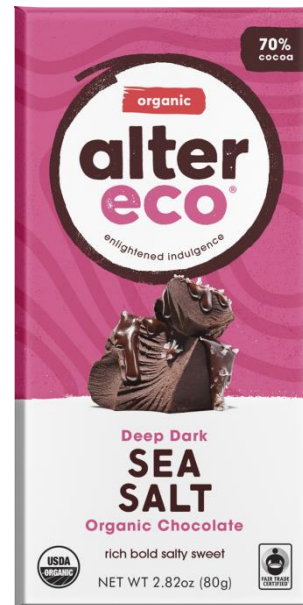
## Sweet Arts' Mini Chewy, Sweet Arts' Extreme Sour Chewy

*Mini Chewy (20 pieces) - 60 calories*

*Extreme Sour Chewy (8 pieces) - 60 calories*

*No Artificial Flavours*

Ingredients for Mini Chewy: Dextrose, Corn Syrup, Hydrogenated Coconut Oil, Maltodextrin, and Less than 2% of Malic Acid, Calcium Stearate, Egg Albumen, Natural Flavors, Mono- and Diglycerides, Carnauba Wax, Blue 1 Lake, Blue 2 Lake, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake.



*223 calories per 5-section serving  
(about half a bar)*

## Alter Eco's Deep Dark Sea Salt Organic Chocolate

Ingredients: \*Organic cacao beans, \*organic raw cane sugar, \*organic cocoa butter, sea salt

\*Fair Trade Certified by Fair Trade USA, total 100% Fair Trade ingredients.

# 1.0 Low Calorie



*110 calories per serving  
(28g)*

## Russell Stover's Marshmallow Egg Covered in Milk Chocolate

Ingredients: Consist of Milk Chocolate {Sugar, Whole Milk, Cocoa Butter, Chocolate, Soy Lecithin/an Emulsifier, Vanillin/an Artificial Flavor}, Corn Syrup, Sugar, Invert Sugar, Sorbitol, Gelatin, Salt, Natural Flavor, and Phosphates.



This sweet & healthy snack is only *114 calories per serving*

Vegan, Dairy Free, **Fat Free**, and Nut Free, Organic, OK Kosher Certified and Non-GMO

Ingredients: Real Cane Sugar, Real Maple Sugar

## Parker's Organic Maple Cotton Candy



*60 kcal per cane*

*Free of any high fructose corn syrup, synthetic coloring, and contain only natural flavors*

## Wholesome's Organic Peppermint Candy Canes

Ingredients: Organic Cane Sugar, Organic Brown Rice Syrup, Natural Peppermint Flavor, Color Added (Organic Fruit Juice)

# 2.0 Sugar Free



## Baskin Robbins's Sugar Free Ice Cream Hard Candy

Delicious hard candy featuring your favorite Baskin Robbins ice cream flavors with *no sugar!*

Available in 4 fabulous flavors: Cookies 'n Cream, Mango Delight, Mint Chocolate Chip, Pralines 'n Cream

*Ingredients for Mint Chocolate Chip:* [Isomalt](#), Hydrogenated Starch Hydrolysate, Heavy Cream (Cream, Milk, Condensed Skim Milk, Mono and Diglycerides, Carrageenan), Coconut Oil, Cocoa Powder (Processed With Alkali), Water, Natural and Artificial Flavors, Salt, [Sucralose](#) (Non-nutritive Sweetener), Soy Lecithin (Emulsifier), [Acesulfame Potassium](#) (Non- Nutritive Sweetener), Yellow 5, Blue 1, Soybean Oil (Processing Aid). Product Contains. Soy and Milk

## *Sugar Free, Sweetened with Natural Stevia*

Flavours: Cheery Cherry, Outrageous Orange, Sublime Strawberry, Glorious Grape

Ingredients for Cheery Cherry:

[Isomalt](#), USDA certified organic stevita [stevia](#), citric acid, natural cherry flavor, natural color carmine.



**Stevita's Naturals, Sugar Free Hard Candy**

# 2.0 Sugar Free



## Valor's 0% Sugar Added Dark Chocolate, 52% Cocoa with Almonds

Ingredients: Chocolate with *no added sugars* and with sweeteners and almonds - *Maltitol\**, bitter chocolate, almonds, cocoa butter, soy lecithin - an emulsifier, *stevia leaf extract\**, natural flavors.

Total cacao components in semisweet chocolate: 52%.

\*Ingredient no found in regular dark chocolate.

Ingredients: Sweeteners (*maltitol*, *acesulfame-k*), cocoa butter, whole milk powder, cocoa mass, inulin, emulsifier (soya lecithin), and flavours, flour (rice and corn), sweeteners (*maltitol*, *acesulfame-k*), E1404, whey powder, coating agents (E904, starch, E414), flavour and salt.



The Sugarless Co's Milk Chocolate  
*No added Sugar & Gluten Free*



## 2.0 Sugar Free



The Sugarless Co. 's Jellys

*99.8% sugar free, gluten free and gelatine free  
Natural colours and flavours*

Flavours: Berry Natural, Casino Fruit, Champagne Bears, Charming Snakes, Exotic Fruits, Jac Shark Sea Animals, Red Frog, Strawberry Cream, Wild Berry

Ingredients for Berry Natural: Sweetener ([stevia](#), [maltitol syrup](#), [maltitol powder](#)), gelifiant (agar), acidulant (E330), flavours, natural colours (E100, E120, E141, E160B, E162).



The Sugarless Co. 's Marshmallow

*99.5% Sugar free, gluten free and low carb.  
Natural colours and flavours.*

Flavours: Assorted Vanilla, Dark Chocolate, Marshmallow with Stevia.

Ingredient for Dark Chocolate:  
Sweetener ([maltitol](#) syrup, [isomalt](#)), water, gelatine, maize starch, flavour (vanilla), acidulant (E270), natural colour (E162), cocoa mass, [maltitol](#), cocoa butter, emulsifier (soy lecithin), natural flavour (vanilla).

## 2.0 Sugar Free



**Double 'D' 's Sugar Free Aussie Gummy Bears/ Cola Bottles/Fruit Chews**  
*Sugar Free, Gluten Free, Natural Colours And Flavours*

Ingredients for Aussie Gummy Bears: [Maltitol](#), Gelatin, [Stevia](#), Citric Acid, Malic Acid, Natural Flavours, Natural Colours (141, 161a, 163), Carnauba Wax (Glazing Agent)



**Diablo's Sugar Free Dark Chocolate/Dark Chocolate with Hazelnuts/Milk Chocolate**

Ingredients for Dark Chocolate: [Maltitol](#) Sweetener, Cocoa Mass, Cocoa Butter, Low-Fat Cocoa Powder, Soya Lecithin and E476 Emulsifiers, Aroma. Cocoa Solids min.49 %

## 3.0 Added with Functional Ingredients



### Snickers' Charged Energy Chocolate Bars

*provides an energy boost with 60 milligrams of caffeine - nearly as much caffeine as a cup of coffee, along with taurine and b-vitamins*



### Bali's Best Green Tea Latte Candy

*Infused with authentic green tea extract, a natural source of anti-oxidants*

Ingredients: Glucose syrup, Cane Sugar, Milk Powder, Tea Extract, Natural Green Tea Flavor, Salt. Contains Milk.

*Ginseng Extract are reported to have functions of promote energy & increase stamina*

Ingredient: Sugar, Corn, Syrup, Korean Ginseng Extract, Natural Food Colours



### Sanhee's Korean Ginseng Candy

# 3.0 Added with Functional Ingredients



## Biona's Organic Pomegranate Hearts

Pomegranate juice has been shown to exert significant *antiatherogenic*, *antioxidant*, *anti-carcinogenic*, and *anti-inflammatory effects*

Ingredients: Glucose Syrup\*, Raw Cane Sugar\*, Gelling Agent: Pectin, Pomegranate Juice Concentrate\*(1.7%), Acidulant: Citric Acid, Black Carrot Juice Concentrate\*, Natural Flavourings

\* = Certified Organic Ingredients



## Attune's Chocolate Probiotic Wellness Bar, Dark Chocolate

*5 x the live cultures in yogurt helps you feel amazing because it promotes digestive health*

Ingredients: Dark Chocolate Coating (Chocolate, Sugar, Cocoa Powder, Inulin, Calcium Carbonate, Cocoa Butter, Soy Lecithin (An Emulsifier), Vanilla), Probiotic Cultures (*Lactobacillus Acidophilus*, *Lactobacillus Casei*, *Bifidobacterium Lactis*).

The probiotic ingredients in THRIVE®+ *supports digestive health, immune health and protein utilization* as part of a balanced diet and healthy lifestyle

3 great flavors: strawberry, blackberry and orange

Ingredients: Dextrin (dietary Fiber), Erythritol, Xylitol, Citric Acid, Organic Inulin, *Bacillus Coagulans* GBI-30 6086, Natural Flavor, Carrot Concentrate, Black Carrot, Black Currant, Purple Carrot, Blueberry, Stevia Leaf Extract



## Dr John's Thrive®+Probiotics Fruit Mix Lollipops





# 4.0 Organic & Clean Labels



*Non GMO Project Verified*  
*Gluten Free*  
*USDA Organic*  
No Dairy, No Nuts, K-Parve,  
Flavored & Color with Real Fruit Juice,  
*Naturally Flavored*  
Only 60 Calories per Serving  
Vegan  
*Certified Organic by Oregon Tilth*

## YumEarth's Organic Hard Candies

Assorted Flavours:- Pomegranate Pucker, Mango Tango, Strawberry Smash, Wet-Face Watermelon, Perfectly Peach, Verry Very Cherry

Ingredients: Organic cane sugar, organic brown rice syrup, citric acid, natural flavors, ascorbic acid, colored with concentrate (black carrot, blackcurrant), organic annatto (color), turmeric (color).

No high fructose corn syrup.



## Nestle's Aero Peppermint Bubbles

*Free From Artificial Colours, Free From Artificial Flavours, Free From Artificial Preservatives.*

Suitable for Vegetarians.

Ingredients: Sugar, Vegetable Fats (Mango Kernel/Palm/Sal/Shea, Sunflower, Coconut), Lactose and Proteins from Whey (from Milk), Whey Powder (from Milk), Skimmed Milk Powder, Dried Whole Milk, Cocoa Butter, Cocoa Mass, Butterfat (from Milk), Emulsifier (Sunflower Lecithin), Glazing Agent (Gum Arabic), Glucose Syrup, Natural Flavouring, Colours (Copper Complexes of Chlorophyllins, Curcumin), Milk Chocolate contains Milk Solids 14% minimum and Vegetable Fat in addition to Cocoa Butter.

# 4.0 Organic & Clean Labels



## Heavenly Organics' Chocolate Honey Patties

Flavours: Mint, Double Dark Chocolate, Peanut, Espresso, Almond, Ginger, Pomegranate

### *Simple Ingredients*

*100% Organic Raw White Honey*

*100% Organic Dark Chocolate*

*Gluten-Free*

*Dairy-Free*

*No Added Sugar*

*Sustainably Produced Ingredients*

*Made from 100% certified organic ingredients*

Ingredients for Caramel & Peanut: Organic milk chocolate (organic dried cane syrup, organic cocoa butter, organic whole milk powder, organic chocolate liquor, organic soy lecithin (emulsifier), organic vanilla), organic tapioca, organic sugar (evaporated cane juice, tapioca starch), organic peanuts, organic sweetened condensed milk (milk, sugar), organic peanut butter (peanuts, salt), organic milk butter (cream, salt), salt, and organic egg whites.



## OCHO's Organic Candy Bar

Flavours: Caramel & Peanut/Peanut Butter/Coconut Bar

# 4.0 Organic & Clean Labels



## Biona's Organic Jelly Dinos

Sour dinosaurs shaped jellies are full to the brim with natural taste - *no artificial colours or flavours*. Free from gelatine.

Ingredients: Glucose Syrup\*, Raw Cane Sugar\*, Gelling Agent (Pectin) Acidity regulators (Sodium Tartrates, Potassium Tartrates) Acidulants (Citric Acid, Malic Acid) Natural Flavourings, Elderberry Juice Concentrate\*, Caramel Syrup\*, Natural Turmeric Flavouring\*, Algae Extract (Spirulina platensis)

\*= Certified Organic Ingredients

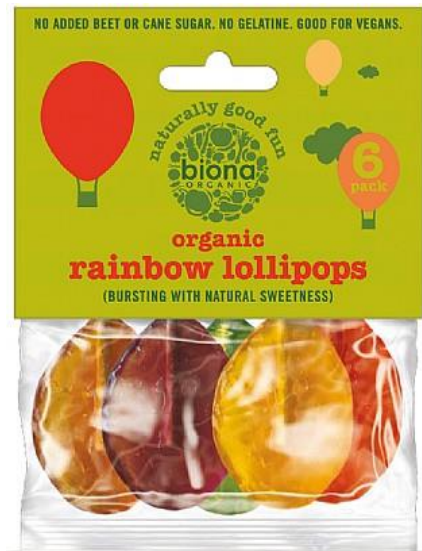
*No preservatives, no colouring agents and no emulsifiers like soy lecithin. Suitable for vegetarians and coeliacs. Certified Kosher. GMO free as all organic certified products.*

Flavours: Creamy Dark Chocolate, Coffee and Dark Chocolate, Mint Dark Chocolate, Orange Dark Chocolate, Panama Dark Chocolate, Pomegranate Dark Chocolate, Rich Dark Chocolate, Sea Salt & Caramel Dark Chocolate



**Chocolate and Love's Organic Chocolate**

# 4.0 Organic & Clean Labels



## Biona's Organic Rainbow Lollies

*Free from artificial flavourings, colourings or additives*

Ingredients: Corn syrup\*, agave concentrate\*, natural flavourings: (blackcurrant, raspberry, orange\*, apple, lemon\*), natural fruit and plant extracts: (paprika, curcuma\*, spinach, elderberry concentrate\*), acidulant: citric acid.

\*=certified organic ingredients

*Made from an **organic** gum base which is sustainably sourced from tall chicozpote trees in the Mayan rainforests in Mexico*

Ingredients: Powdered organic evaporated cane juice, organic gum base, organic glucose, organic agave syrup, organic spearmint flavour

## Chicza's Organic Spearmint Chewing Gum





# 5.0 High Cocoa Chocolate



**Ghirardelli's 100% Cacao Premium Baking Bar  
(Unsweetened Chocolate)**  
**Ghirardelli's 60% Cacao Premium Baking Bar  
(Bittersweet Chocolate)**



**Vivani's 99 % Cacao Panama Dark Chocolate**

Ingredients: cocoa mass\*, cocoa butter\*, coconut blossom sugar\*. Cocoa solids: 99 % min.

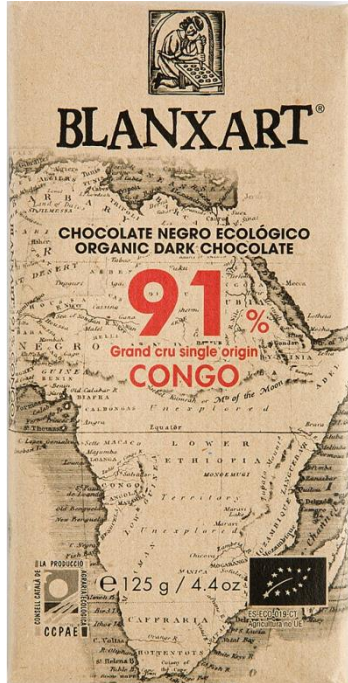
\*from organic agriculture

**Pacari's Raw 100% Chocolate Bar**

Ingredient: Cacao Beans



# 5.0 High Cocoa Chocolate



## Blanxart's 91% Congo Dark Chocolate

Ingredients: Cocoa 91% minimum, sugar, cocoa butter and vanilla

Lightly sweetened with coconut sugar, the rich, floral notes of the raw cacao bring out a superior, chocolately taste

Ingredients: Raw cacao\*◇, coconut sugar\*, cocoa butter\*.

Cocoa solids 90% minimum.

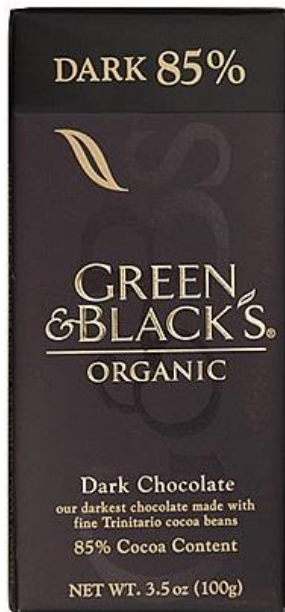
\*certified organic.

◇Fair trade certified according to the Fair for Life standard (88%).



## Ombar's 90% Raw Cacao

# 5.0 High Cocoa Chocolate



## Green & Black's Organic Dark 85% Chocolate

Ingredients: Organic Cocoa Mass, Organic Cocoa Butter, Organic Fat-Reduced Cocoa Powder, Organic Raw Cane Sugar, Organic Vanilla Extract, Organic Whole Milk Powder, Emulsifier: Soya Lecithin.



## Valor's 70% Cacao Dark Chocolate

Flavours: Caramel and Sea Salt, Intense Dark Chocolate, Mint, Orange

Ingredients: Semisweet chocolate (bitter chocolate, sugar, cocoa, cocoa butter, soy lecithin - an emulsifier), sugar, corn syrup, vegetable fat (palm), butterfat, sunflower lecithin (emulsifier), leavening (baking soda), salt, natural flavor. Contains milk and soy. May contain traces of almond, hazelnut. Total cacao components in semisweet chocolate 70%.

# 6.0 Premiumisation

## Neuhaus Chocolate Dark Collection

*A selection of 25 Neuhaus Dark chocolates.*

A contemporary, colourful and luxurious gift box hand-filled with pralinés, ganaches and caramels.

Ingredients: cocoa mass, sugar, roasted hazelnuts, cream (contains milk), glucose syrup, butter (contains milk), roasted almonds, butter oil (contains milk), cocoa butter, stabilizer: glycerol of rapeseed, whole milk powder, caramel, skimmed cocoa powder, palm oil, palm kernel oil, candy syrup, emulsifier: soy lecithin, sunflower oil, stabilizer: sorbitol of wheat, flavours, raspberries, freeze-dried raspberry pieces, coffee, fructose glucose syrup, dextrose, rapeseed oil, apple purée, vanilla, salt, honey, potato starch, elderberry, acidity regulator: malic acid, egg white, corn oil, acid (citric acid), emulsifier: sunflower lecithin, colour: curcumin, cochineal, titanium dioxide.



**La Maison du Chocolat's Coffret Assorted Chocolates**



**Vosges Haut-Chocolat's Dark Chocolate Truffle Collection**

This dark chocolate collection merges truffles from popular collections through a deep dark chocolate tasting experience, ranging from 65% to 75% cacao.

Delve into how the flowers, roots, herbs and spices play with dark chocolate from around the world.



# 6.0 Premiumisation



## K+M's Extra Virgin Dark Chocolate

K+M Extra-Virgin Chocolate sources the finest cocoa beans, with addition of small amount of Manni heart-healthy extra-virgin olive oil for an *additional boost of antioxidants*.

Ingredients: Organic cocoa beans, organic cane sugar, organic Manni extra-virgin olive oil, organic soy lecithin.



Jacques Torres Chocolate is known for fresh premium chocolates that use *REAL ingredients, never any preservatives or essential flavoring oils.*

## Jacques Torres Chocolate's Jacques' Choice

This signature box filled with flavor schemes ranging from caramels, pralines, fruits, wine, exotic teas, a "mystery" flavor and a number of other Jacques' creations.



## Godiva's Assorted Chocolate Gold Gift Box

# 6.0 Premiumisation



## Cotton's Candy Almond English Toffee Bar

*Handmade from Premium Almonds and only the finest ingredients*



## Marabou's Premium Lemon & Ginger Dark Chocolate

*A dark chocolate with 70% cocoa filled with sparks of lemon and hint of ginger.*

Ingredients: sugar, cocoa butter, palm oil, concentrated butter, milk powder, apple, natural aroma (0.6%) ginger, low fat cocoa, whey powder (milk), emulsifier (soy lecithin), lemon juice (0.3%), aromas.



## RJ's Premium Fruit Flavored Licorice Allsorts Candy

*Made with fruity flavors, black licorice and just a dash of coconut*

Ingredients: Cane sugar, glucose syrup (wheat/corn), wheat flour, water, molasses, desiccated coconut, cornflour (wheat/corn) palm kernel oil, gelatine, licorice extract, humectant (glycerin), treacle, rice bran oil, salt, natural flavor, (aniseed oil), flavors (artificial lime, orange, raspberry, banana), colors (FD & C Yellow #5, FD & C Red #40, FD & C Yellow #6, FD & C Blue #1), vanillin (artificial vanilla flavoring), acidity regulator (citric acid), acid modified corn starch, maltodextrin

# References

- Allied Market Research. (2017). Confectionery Market by Type (Sugar, Chocolate, Fine Bakery Wares, and Others) - Global Opportunity Analysis and Industry Forecast, 2014-2022), Industry Report.
- Mordor Intelligence. (2018). Europe Confectionery Market - Segmented by Product Type, Distribution Channel, and Geography – Growth, Trends, and Forecast (2018 - 2023), Industry Report.