



GLOBAL MARKET TRENDS:
CONFECTIONERY



MARKET OVERVIEW

Global Confectionery Market



The industry is further expected to grow at a CAGR of about 4% in the forecast period of 2022-2027



*Forecast

PRODUCT TYPE

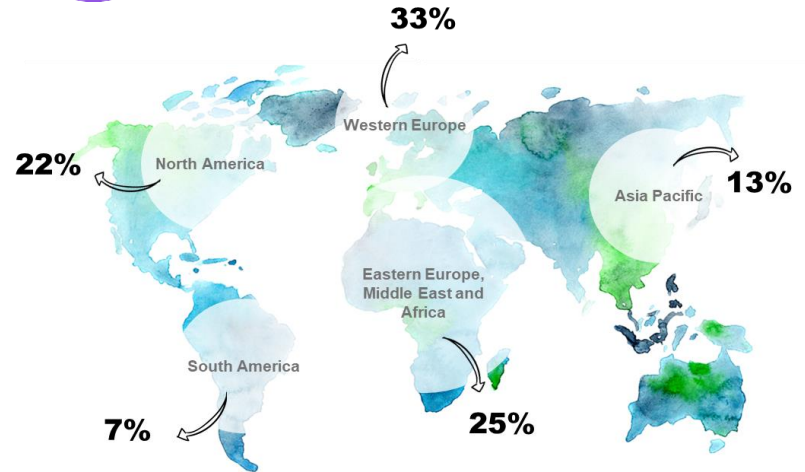
The chocolate segment is leading the global market for confectionery as higher acceptance of westernized food and the consumers' daily routine has created vast opportunities for chocolate product manufacturers worldwide.



Sugar & gum confectioneries are also performing well in the overall market. The introduction of new products with advancements in flavours and textures has resulted in the increased retail penetration of sugar confectioneries in the market.



Market share of chocolate confectionery worldwide in 2020/21, by region



Survey time period: September 2020 to April/May 2021

Source: Statista, 2021



**TRENDS
FOR
2022**

KEY
TRENDS

KEY TRENDS TO WATCH
IN 2022



LOW SUGAR /
SUGAR-FREE
CONFECTIONS



MENTAL /
EMOTIONAL WELL-
BEING



GUT GLORY



VEGAN PLEASE



SPARKING A
CRAZE

LOW SUGAR / SUGAR-FREE CONFECTIONS

Tackling sugar reduction has become a basic must-do for food industry

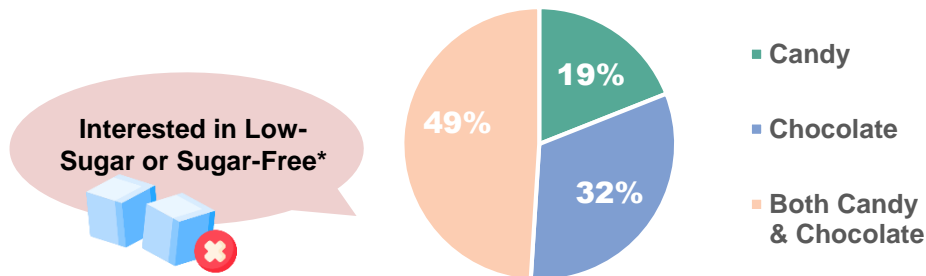


- ▶ High sugar intake is a cause for concern globally, as it is linked to a number of health problems. In order to avoid sugar intake, when consuming candy, many people choose sugar-free options.

KEEP IT NATURAL

The sugar-reduction movement has caused global manufacturers to use increasing amounts of sugar replacers or natural sweeteners in their new confectionery products.

Sources: Expert Market Research, 2022; Mordor Intelligence, 2022; ; New Nutrition Business, 2021



*Among those interested in trying sugar-free or low-sugar chocolate or candy

| Reasons for being interested in trying chocolate and candy that is low-sugar or sugar-free | Gen Z | Boomers |
|--|-------|---------|
| Managing my sugar intake | 34% | 62% |
| Maintaining a healthy weight | 28% | 45% |
| Feel better about eating sugar-free chocolate/candy | 43% | 37% |
| Managing a specific medical condition, such as diabetes | 15% | 27% |
| Prefer the taste | 36% | 6% |

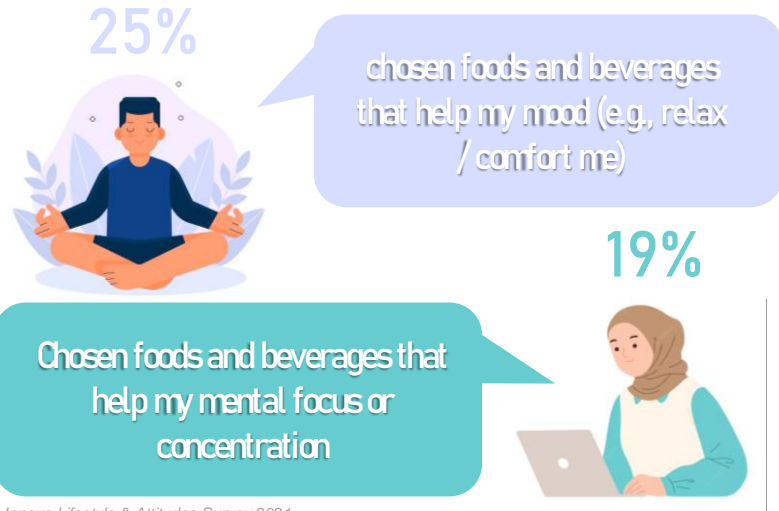
Sweet Insights: State of Treating 2022

Source: National Confectioners Association, 2022

MENTAL / EMOTIONAL WELL-BEING

High consumer interest in foods and beverages that lift their mood, sharpen their mind or help them relax

Q: ***“What steps have you taken to improve your mental and/or emotional well-being over the last 12 months?”***



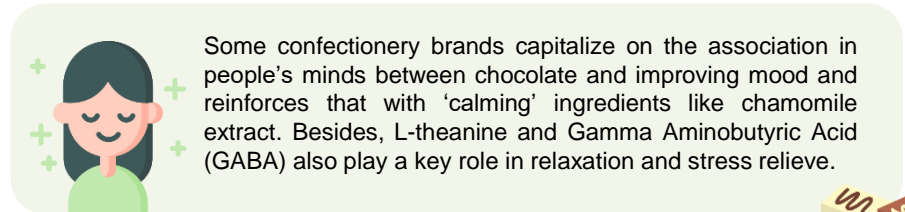
Innova Lifestyle & Attitudes Survey 2021

Source: Innova Market Insights, 2022

This benefit area is already connected strongly to everyday ‘real foods’.



- ▶ Chocolate, for example, is used by many people as a way to lift their spirits. It doesn't need any claims to that effect or deep science, all that matters is that – as committed chocolate eaters say – they feel better, even if briefly, after indulging.



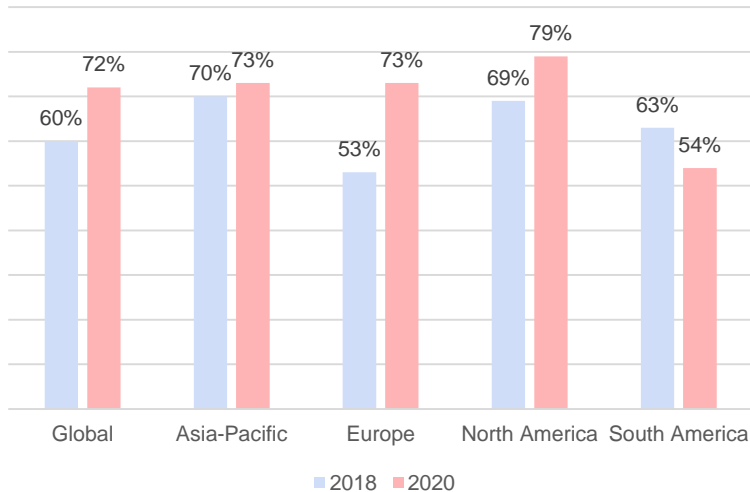
Source: New Nutrition Business, 2021



GUT GLORY

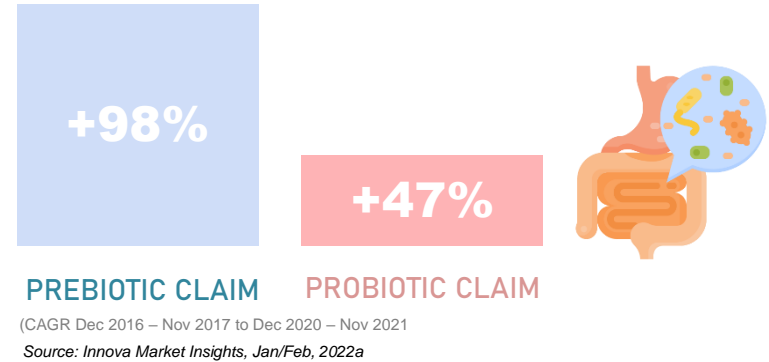
Consumers are starting to understand the link between their gut and overall well-being and are looking for products supporting this.

Proportion of consumers who say that they recognize the link between digestive health and overall health



Source: FMCG Gurus, 2022

Average annual growth in global confectionery launches with....



► Prebiotics such as inulin, is a type of soluble fibre that nourishes gut microbes, eases constipation and improves overall digestive wellness.



Inulin, can deliver that ‘feel the benefit’ effect and have other strong consumer-connected benefits, such as

- ✓ Allows for **sugar reduction**
- ✓ **Increase fibre content** while reducing the total net carb – weight wellness

Source: New Nutrition Business, 2022

VEGAN PLEASE

Are plant-based options the new norm for confectionery brands?



The evolution of plant-based concepts has gone beyond the core dairy and meat alternatives categories, as the shift toward animal-free products advances further into the mainstream.

GLOBAL VEGAN CONFECTIONERY MARKET



Source: Grand View Research, 2022

Increasing adoption of **veganism** and **flexitarianism** among millennials

Market size is anticipated to reach **USD 2.62 billion** by 2030.

IN MARKETING TERMS...

It is interesting to see some confectionery producers are taking formulation and marketing cues from the established dairy and meat alternative segment.

- ▶ For examples, in plant-based chocolate, some of the newer products use terms such as 'mylk' or 'm!lk' to reflect their dairy-free recipes, while others incorporate nut or oat milks as ingredients.



- ▶ Meanwhile, in gelatin-free sugar confectionery, the 'veggie' terminology is being used on occasion.

Source: Innova Market Insights, 2021



Source: Selby, 2022

PLANT-BASED AS PLANET-FRIENDLY

- ▶ Conviction, health reasons, and a desire to benefit the environment and feed the world's population responsibly drive the changing attitudes toward food, also in sweets.

SPARKING A CRAZE

Limited editions and unexpected formats captivate adventure-hungry consumers

New Product Developments (NPD) in limited editions has helped to boost interest and growth in chocolate market even though it is a highly mature market.



There is a huge range of traditional and novel offerings for different times of the year, as well as specialty flavours, shapes and formats only made available for limited periods.

For instance, limited edition seasonally launched chocolate confectionery for Christmas 2021 illustrate these trends and encompasses both branded and private label options.



NPD and growth in the Asian region are led by Japan and India. There is growing interest in more local formats and flavours in the region.



- ▶ Traditional fruit flavours still lead for NPD, but there is a growing use of more tropical fruits such as pineapple, mango and lychee. There is also growing activity in more local options such as Sakura in Japan, and soan papdi and gond laddu in India.



MARKET EXAMPLES

LOW SUGAR / SUGAR-FREE CONFECTIONS



Sugarless Confectionery Aura Sugar Free Hard-Boiled Gourmet

- A delicious hard-boiled gourmet liquorice-flavoured candy made with natural colours & flavours
- Sugarless Confectionery hard-boiled gourmet Licorice Swirls are:-
 - Sugar-free
 - Gluten-free
 - Low-carb
 - Fat-free
- No artificial colours & flavours
- Product of Australia

Ingredients for Licorice Swirls: Sweetener (Maltitol Syrup, [Isomalt](#), Sucralose), Licorice Extract (1%), Natural Flavour, Colouring (E153), Ammonium Chloride.

LOW SUGAR / SUGAR-FREE CONFECTIONS



Belgian No Sugar Added Chocolate

- Rich, finest & delicious taste
- Reduced sugar chocolates are developed for diet-conscious consumers
- Premium quality nuts
- Product of Belgium

Ingredients for No Sugar Added Milk Chocolate:

Sweetener-Maltitol 42%; Cocoa Butter, Full Cream Milk Powder, Cocoa Mass, Emulsifier-Lecithins; Flavour.

LOW SUGAR / SUGAR-FREE CONFECTIONS



SmartSweets Cola Gummies

- 87% less sugar & 42% less calories than other cola gummies
- 3 grams of sugar & 13 grams of rich fibre for the whole bag
- No sugar alcohols, artificial sweeteners & added sugar
- Plant-based goodness
- Smartly sweetened with high-quality sweetener allulose
- Naturally flavoured low sugar gummy candy
- Coloured with fruit and veggie juices
- Gluten free & non-GMO ingredients
- Product of Canada

Ingredients: Soluble Corn fibre, Allulose, Isomalto-oligosaccharides (Vegetable Source), Water, Modified Potato Starch, Citric Acid, Apple Extract (For Colour), Natural Flavours, Coconut Oil, Carnauba Wax, **Stevia Leaf Extract.**

LOW SUGAR / SUGAR-FREE CONFECTIONS



Lily's - Dark Chocolate Bar - Original 55% Cocoa

- Lily's stevia-sweetened premium dark chocolate provides the indulgence with 25% fewer calories than other 55% dark chocolates.
- Sweetened with Stevia - Stevia is a zero-calorie botanical sweetener. It is derived from the plant Stevia Rebaudiana. Stevia has sweetened foods and beverages for centuries. Our use of Stevia gives Lily's natural a richness and less sugar than typical chocolates.
- Gluten-Free and Non-GMO Ingredients
- Low carb, Keto Diet friendly
- Product of USA

Ingredients for Original Dark Chocolate: Unsweetened Chocolate, **Inulin**, Dextrin, Erythritol, Cocoa Butter, Milk Fat (rBST Free), Organic Soy Lecithin, **Stevia Extract**, Vanilla, Natural Flavours.

LOW SUGAR / SUGAR-FREE CONFECTIONS



Ketofy All Natural Sugar Free Intense Dark Chocolate

- Unsweetened rich indulgence which made of authentic cocoa and cocoa butter of unsweetened kind.
- Infused with 100% natural ingredient and do not contain hydrogenated oils, xylitol and added preservatives.
- Perfect superfood which contain has cocoa, cocoa nibs, cocoa butter, authentic vanilla extract, and instant coffee to impart mouth watering taste
- Abundance of protein - contains 25% more protein than any regular chocolate bar. While infusing protein in the diet snacks formulation, no animal product has been used, making it 100% vegan.
- Ultra Low-Carb, Provides Optimum Energy, Lactose Free, Rich in Protein, Keto Diet friendly
- Product of India

Ingredients: Cocoa Mass, Sweetener (Erythritol), Emulsifier(INS322), Natural Vanilla Bean, **Stevia**(E960).

LOW SUGAR / SUGAR-FREE CONFECTIONS



Diablo Sugar Free Cappuccino And Cream Sweets

- Diablo cappuccino and cream, the ever so tasty sugar-free sweets with less than 13 calories per sweet. Full of cappuccino flavour, refreshing but creamy at the same time.
- The perfect choice to satisfy those annoying cravings, suitable for diabetics or those wanting to reduce their sugar intake.
- Sugar-Free, Gluten-Free, & Wheat Free.
- Diablo's sugar-free sweets come in three other different flavours:
 - Lemon & Cream, Strawberry & Cream, Mint & Cream
- Product of Greece

Ingredients for Diablo cappuccino and cream : **Isomalt**, Water, Cream (7%), Butter, Coffee(0.65%), Glycerine, Emulsifier: Monoglycerides, Flavours, Salt, Colouring: E171 (Titanium Dioxide), Colouring: E150 (Plain Caramel), Sweetener: Acesulfame Potassium of Soya, Acidic Agent, **Citric Acid**.

MENTAL / EMOTIONAL WELL-BEING



Glico GABA Milk Stand Pouch Mental Balance Chocolate

- Do great support the adults, mental balance chocolate relaxing ingredient GABA-mixed.
- The GABA components are also included in the cacao has been 280mg blended per 100g.
- Small cube type that does not pollute the hand, anytime, anywhere to enjoy the pouch with zipper.
- Product of Japan

Ingredients: Sugar, Whole Milk Powder, Cocoa Mass, Vegetable Oil, Cocoa Butter, GABA Powder, Cocoa Powder, Dextrin / Emulsifier (Derived From Soy), Perfumes, Brighteners.

MENTAL / EMOTIONAL WELL-BEING



Mr. Moxey's Herbal Mints

- These gluten-free, vegan, and all-natural and soothing CBD-infused peppermints are enriched with diverse flowers and fruits to ease stress and inflammation.
- Mr. Moxey's Mints are crafted in small batches to promote wellbeing in mind, body, and spirit.
- Each pastille is formulated with herbs tailored to elevate your experience with their broad spectrum CBD oil infusion.

Ingredients for peppermint: Powdered Sugar (Sugar, Corn Starch), Maltodextrin, Cannabis Extract, Peppermint Oil, Green Tea, Rosemary, Agar, Gum Tragacanth.

MENTAL / EMOTIONAL WELL-BEING



Fx Chocolate Exhale

- Chill Pill, But Make it Chocolate - Buttery cacao powered by amino acids GABA and L-Theanine for total tranquility without feeling groggy.
- Get in The Zone - FX Exhale is the perfect midday moment to help maintain a healthy response to stress. GABA is known to help promote mental clarity, focus and concentration during academic or athletic endeavors.
- Calming Nightcap - While neither GABA or L-theanine cause drowsiness, taking FX Exhale in the evening may help promote a good rest as a result of calming the mind (and satisfy your sweet tooth, without sugar).
- Delicious + Sugar Free - No bitterness and no aftertaste, just the right amount of sweet. Sweetened with allulose, a revolutionary zero-calorie sweetener naturally found in figs and kiwi fruit.
- Nothing to Hide - Vegan, Keto friendly, non-GMO and soy free. Every box of FX Chocolate comes with a Certificate of Analysis (COA) that shows exactly what's in every bite.
- Product of USA

Ingredients: Cacao Nibs, Allulose, Organic Cocoa Butter, GABA, and L-theanine.

MENTAL / EMOTIONAL WELL-BEING



Lindt Excellence Dark 85% Bar 100g

- Lindt Excellence Dark 85% Cocoa Chocolate is a bar of rich, luxurious chocolate made with the finest ingredients by our Master Chocolatiers.
- The perfect blend of smooth dark chocolate with 85% cocoa content combines notes of dried fruit and liquorice with earthy tones to create an experience to treat the all senses – delight in the smooth texture and deep colour, enjoy the satisfying crisp snap of the exceptionally thin diamonds and cherish the rich aroma before finally indulging in the intense symphony of cocoa flavours as the intensely flavoured fine dark Lindt chocolate melts on the tongue.
- Product of Switzerland

Ingredients: Chocolate, Cocoa Powder, Cocoa Butter, **Demerara Sugar**, Bourbon Vanilla Beans.

MENTAL / EMOTIONAL WELL-BEING



Goodnight Bedtime Snack - Dreamy Dark Chocolate Tart Cherry Flavour

- Rest Assured with Goodnight, A Bedtime Snack, Not A Supplement: In a world that is ever-more connected, hectic and stressful, Goodnight believes that simple, non-pharmaceutical methods are the best way to get people back to resting right.
- Deliciously Dreamy Taste: Each package of goodnight contains three fluffy bites (one serving) of slightly-sweet tart cherry filling enveloped in alluringly dreamy chocolate.
- Add a Good Night's Sleep to Your Diet: There's a critical connection between getting good rest and living each day to its fullest. Goodnight bites are designed to work with your body's metabolic processes for times when you need some help with sleep, like when you're on the road, in the air, or just winding down at home.
- A Little Help Drifting Off to Dreamland: Enjoy a pack of goodnight 30-45 minutes before bedtime.
- Product of USA

Ingredients: Magnesium, L-Theanine, and Casein Protein.

MENTAL / EMOTIONAL WELL-BEING



Wana Fast Acting Gummies

- The Wana Quick Fast-Acting Gummies have been unveiled by the brand as a new range of THC-infused candies for consumers who are looking for a tasty product that doesn't take too long to take effect.
- The product is reported to have an onset of just five to 15 minutes and will last up to three hours to make it an ideal option for those who are looking for an alternative to other varieties on the market.
- The gummy come in three cocktail-inspired flavour options including Strawberry Margarita, Pina Colada and Peach Bellini, which have CBD/THC 1:1, Indica and Sativa, respectively.
- Product of Canada

Ingredients: Organic Cane Sugar, Organic Tapioca Syrup, Pectin (Pectin, Potassium Sodium Tartrate, Polyphosphate, Sucrose), **Citric Acid**, Natural Flavouring, Sodium Citrate, Modified Food Starch, Xanthan Gum, THC.

MENTAL / EMOTIONAL WELL-BEING



Swiss cannabis gum

- Sugar-free Swiss cannabis gum promises a chewing experience full of good vibes & cool freshness
- Contains 5mg of the cannabinoid cannabidiol (CBD) per piece – completely legal & doesn't get you high
- Health benefits: relaxation, effective against pain, inflammation, anxiety, psychosis and nausea.
- No bitter flavour, unlike other cannabis products
- Product of Switzerland

Ingredients: **Isomalt**, Sorbitol, Polyvinylacetate, Xylitol, Cannabis Sativa Extract, Natural Fragrance, Maltitol, Acacia Senegal Gum, Glycerin, Mentha Piperita Oil, Cannabis Sativa Oil, Melaleuca Alternifolia Leaf Oil, Chlorophyllin-copper Complex, Copernicia Cerifera Wax, **Tocopherol**, Potassium Acesulfame, Sucralose.

GUT GLORY



OHSO - Healthy 70% Dark Chocolate Bars

- A totally unique and utterly delicious Belgian chocolate bar that delivers much more than the feel-good factor....
- A delicious way to get your daily dose of gut friendly bacteria, healthy can be heavenly for your taste buds too.
- Each Ohso bar has over a billion gut friendly bacteria, *Lactobacillus* & *Bifidobacterium*, it is thought that these types of microorganisms help to support healthy digestive processes, immune system health and much more.
- No added sugar. Each bar has only the 2% naturally occurring sugars found in the cocoa bean. Only natural sweeteners, with no artificial sweeteners or flavourings.
- Our bars are certified nut free and gluten free. Vitally, our bacteria reach the digestive system 3 times more effectively than dairy products.
- Product of United Kingdom

Ingredients: Cocoa Mass, Dietary Fibre (Dextrin, **Inulin**, **Oligofructose**), Sweetener: Maltitol, Cocoa Butter, Fat-reduced Cocoa Powder, Emulsifier: Soya Lecithin; Microencapsulated *Lactobacillus Helveticus* (Vegetable Fatty Acids, *Lactobacillus Helveticus*, Maltodextrin), Microencapsulated *Bifidobacterium Longum* (Vegetable Fatty Acids, *Bifidobacterium Longum*, Maltodextrin); Sweetener: **Steviol Glycosides**, Natural Vanilla Flavouring.

GUT GLORY

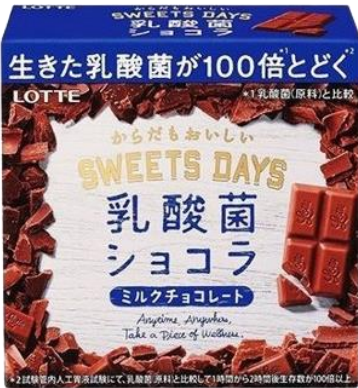


Probiotic Power Foods Organic Chocolate Milk Bars

- 3 billion probiotic super blend – Use the best energy producing probiotics ever found
- Chocolate protects the probiotics from stomach acid better than other foods or capsules
- Probiotics eat up some sugar in chocolate - Making it a healthier snack
- Enjoy the pure, smooth taste of our fine chocolate
- This milk chocolate is USDA Organic, Fair-Trade USA Certified and Soy Free
- Product of USA

Ingredients: Organic Chocolate Liquor, Organic Cane Sugar, Organic Cocoa Butter, Organic Vanilla Extract, Probiotic Super Blend (*L. Salivarius Ls-33*, *L. Paracasei Lpc-37*).

GUT GLORY



Lotte Lactic Acid Bacteria Chocolate

- Kyoto is known for its pickles and among them, the Suguki-zuke made of a turnip called Sugukina is considered a superfood because of its high lactic acid bacteria content.
- Lotte, one of the major candy manufacturers in Japan, developed the idea one step further: why not take the miraculous bacteria and enhance cocoa, a delicious food that already contains its own. The result? The Lotte Lactic Acid Bacteria Chocolate - proof that chocolate really can be good for you!
- Combining a great sweet taste and a healthy dose of the bacterium *Lactobacillus brevis* NTT001, the Lotte Lactic Acid Bacteria Chocolate will do wonders for your immune system. But it doesn't stop there: like the probiotics you find in yogurt, it will improve your metabolism (and help fight obesity) and regulate the function of your intestines. A great mini-dessert or midday snack, this chocolate will be a tasty addition to any diet.
- Product of Japan

Ingredients: Sugar, Powdered Milk, Cocoa Mass, Cocoa Butter, Vegetable Fat, *Lactobacillus Brevis* NTT001 Lactic Acid Bacteria, Soybeans, Gelatin.

GUT GLORY



Kombucha Flavoured Jellies

- Kombucha flavoured jellies in a plastic packet. Flavours include: kombucha original, strawberry hibiscus, and ginger peach.
- Contains Prebiotic Fibres
- Product of Australia

Ingredients: Glucose Syrup (From Wheat And Corn), Sugar From Cane And Beet), Prebiotic fibre (**Inulin**), Thickener (Acid-modified Wheat Starch), Water, Gelatin, Fructose, Food Acids (**Citric Acid**, Lactic Acid), Fruit Juice Concentrate, Kombucha Extract (0.8%), Stabilizer (Carrageenan), Natural Flavours.

GUT GLORY



UHA Mucchiri Gummy Candies - Yakult Yogurt

- Enjoy your favorite Yakult drink in a candy! Yakult is a super popular healthy probiotic milk drink in Japan and Korea, and they help to keep your tummy in order! These Yakult flavoured probiotic milk candies by UHA have 8 billion lactobacilli and anti-bacteria in a package. It's perfect for your health-boost!
- Product of Japan

Ingredients: Syrup, Sugar, Glucose, Gelatine, Concentrated Apple Juice, Fermented Milk Powder, Fructose Glucose Liquid Sugar, Milk Protein, Lactic Acid Bacteria (Derived From Dairy Products), Vegetable Oil, Dextrin/Acidulant, Fragrance, Brightener, Sweetener.

GUT GLORY



Lac-Shield Chocolate

- Contains 10 billion Lac-Shield in one pack.
- A body-friendly chocolate carrying a sweet yet refreshing and mild cacao taste.
- Shield lactic acid bacteria(heat-killed *Lactocaseibacillus paracasei* MCC1849), is a human-derived lactic acid bacteria that were carefully selected from among a lot of lactic acid bacteria.
- Product of Japan

Ingredients: Sugar, Cocoa Mass, Whole Milk Powder, Vegetable Oil, Cocoa Butter, Syrup, Sterilization Lactic Acid Bacteria Powder / Brightening Agent, Emulsifier (Soy Derived), Fragrance.

GUT GLORY



I-Mei Digestive Benefit Jelly

- I-Mei Digestive Benefit Jelly Original Flavoured Probiotic Gummy Candy contains *Lactobacillus sporogene*, and is free from artificial colourings and fat. The product is said to help maintain digestive function, and retails in a 64g pack.
- Product of Taiwan, China

Ingredients: Sucrose, Maltose, Yogurt (Water, Milk Powder, Raw Milk, Isomalto-oligosaccharide, Citrus Pectin, **Inulin**, Lactic Acid Bacteria, Non-GMO Corn Starch, Maltodextrin), Gelatin, Sweetener (D-sorbitol Solution), **Citric Acid**, Flavour, *Bacillus Coagulans*.

VEGAN PLEASE



Plamil So Free Vegan Choco Bites

- Cocoa Bites is a bite size vegan chocolate using certified cocoa and come in 100% plastic free sharing bags via renewable energy.
- A delicious sweetened confection of blended cocoa(47%) and rice(16%)
- Deliberately produced without milk– Dairy free which suitable for vegans
- Gluten free – Suitable for coeliacs
- Product of UK

Ingredients: Raw Cane Sugar, Cocoa Butter, [Rice Powder](#)([Rice Syrup Powder](#), [Rice Starch](#), [Rice Flour](#)), Cocoa Mass, Natural Flavourings.

VEGAN PLEASE



UNREAL Dark Chocolate Peanut Gems

- Dark Chocolate Peanut Gems - A crunch of peanut covered in smooth, dark chocolate! These Vegan Dark Chocolate Peanut Gems are a unique and delicious snack that's as poppable as it is portable.
- Made with non-GMO project verified ingredients that are naturally coloured with vegetable extracts and nothing artificial, the taste may be unreal, but rest assured the ingredients are all-real!
- Product of USA & Canada

Ingredients: Dark Chocolate (Chocolate Liquor, Cane Sugar, Cocoa Butter, Vanilla), Roasted Peanuts (Peanuts, Peanut Oil), Organic Cane Sugar, Gum Acacia, Coloured With (Beet Juice, Spirulina Extract), Organic Tapioca Syrup, Carnauba Wax.

VEGAN PLEASE



Vegan KitKat With Rice Syrup

- KitKat V features the brand's trademark crisp wafer layers smothered in smooth chocolate, all made entirely from plant-based ingredients. It uses a rice-based formula as a milk substitute.
- Product of UK

Ingredients: Sugar, Cocoa Butter, Wheat Flour, Maize Fibre, **Rice Syrup**, Cocoa Mass, Vegetable Fat (Palm Kernel, Palm), Low-fat Cocoa Powder, Emulsifier (Lecithin), Natural Aroma (Vanilla), Yeast, Raising Agent (Sodium Bicarbonate).

VEGAN PLEASE



Enjoy Life Foods - Chocolate Protein Bites

- All the Enjoy Life Chocolate Protein Bites flavours have a relatively soft chocolate middle enrobed in a somewhat thick dark chocolate shell and dotted with crushed seeds.
- Enjoy Life made a switch to sunflower seed protein for a smoother center and they now use cocoa butter instead of palm oil. Each current variety has a rich chocolate taste, but with their own individual flavour twist.
- These certified gluten-free vegan snacks are filled with 6 grams of plant-based protein per serving. Grab a pick-me-up that you can feel good about!
- Product of USA

Ingredients For Dipped Banana Flavour: Semisweet Chocolate (Unsweetened Chocolate, Cane Sugar, Cocoa Butter), Sunflower Protein, Sugar Cane Syrup (Cane Sugar, Water), Tapioca Syrup, Cocoa Butter, Roasted And Salted Pumpkin Seeds (Pumpkin Seeds, Safflower Oil, Salt), **Rice Protein**, Cocoa Powder, Dried Bananas, Safflower Oil, Natural Flavours, Salt.

VEGAN PLEASE



NOMO Vegan Creamy Chocolate Bar

- NOMO is the UK's no.1 Vegan & Free From Chocolate brand created by Kinnerton Confectionery. Its mission is to create products that all chocolate lovers can enjoy. Whether you're vegan, have a food allergy or you just want to make small changes to help the environment, NOMO is the no. 1 choice when it comes to chocolaterly deliciousness
- Free from dairy, gluten, egg, nuts

Ingredients: Sugar, Cocoa Butter, **Rice Powder(dried Rice Syrup, Rice Starch, Rice Flour)**, Cocoa Mass, **Inulin**, Shea Oil, Emulsifier(Sunflower Lecithin), Sea Salt, Flavourings.

VEGAN PLEASE



Rowntrees Gums Candy Pouch

- The new vegan friendly sweets are slightly softer, but still unbelievably fruity and irresistibly chewy.
- In creating vegan friendly range, gelatin is removed from the recipe
- Never contain any artificial colours, flavours or preservatives and this extends to our vegan friendly range too, so you can enjoy with confidence!
- Product of UK

Ingredients For Jelly Tots: Sugar, Glucose Syrup, Starch, Acids (Malic Acid, Citric Acid, Lactic Acid), Concentrated Fruit Juices (1%) (Apple, Grape, Blackcurrant, Orange, Lemon, Lime, Strawberry), Acidity Regulator (Trisodium Citrate), Flavourings, Colours (Anthocyanins, Copper Complexes of Chlorophyllins, Carotenes, Curcumin)

VEGAN PLEASE



Cadbury Plant Vegan Bar 90g

- This bar is perfect for sharing with friends and family. An ideal sweet treat!
- Made with couverture chocolate with almond paste, this plant bar tastes as good as it looks!
- Product of UK

Ingredients For Almonds Smooth Chocolate: Sugar, Cocoa Butter, Almond Paste, Cocoa Mass, [Rice Extract](#), Emulsifier (Soya Lecithins), Flavouring, Cocoa Solids 42% Minimum. May Contain Milk, Sesame, Other Nuts & Wheat.

SPARKING A CRAZE



KitKat Mini Rum Raisin

- Rum raisin has been a special refinement, the luxury, perfect for Tokyo image with special rare edition.
- “Kit Kat rum raisin,” is a taste of chocolate rum raisin with a unique flavour, containing refined rum with 0.05% alcohol
- Product of Japan

Ingredients: Quasi-chocolate (Sugar, Lactose, Vegetable Oil, Whole Milk Powder, Cocoa Butter), Wheat Flour, Vegetable Oil, Lactose, Sugar, Raisins Powder (Dextrin, Raisins), Powder Liquor (Rum, Dextrin, Alcohol), Cocoa Powder, Yeast, Whole Milk Powder, Cocoa Mass, Cocoa Butter / Emulsifier, Flavouring, Baking Soda, Caramel Colour, Yeast Food, (Some Including Wheat, Milk Ingredients, Soy).

SPARKING A CRAZE



Limited Edition Hershey's Kisses Filled With Truffle & Strawberry

- The truffle flavour is made with a truffle-flavoured filling enrobed in Hershey's Kisses milk chocolate, while the strawberry flavour has a strawberry-flavoured filling stuffed inside the Hershey's Kisses milk chocolate. Both are equally delicious, but if you want the sweetest flavour out of the two, you should go for the strawberry-filled!
- Product of USA

Ingredients For Truffle Flavour: Milk Chocolate (70-) [Sugar, Non-Fat Milk Powder, Cocoa Mass, Cocoa Butter, Milk Fat, Lactose, Vegetable Oil (Palm and-or Shea and-or Sunflower Oil), Cocoa Powder, Emulsifiers[Soy Lecithin (Ins 322), Polyglycerol Polyricinoleate (Ins 476), Artificial Flavour Vanillin], Truffle Flavoured Filling (30-) [Vegetable Oil (Palm Oil), Sugar, Lactose, Cocoa Powder, Emulsifiers[Soy Lecithin (Ins 322), Polyglycerol Polyricinoleate (Ins 476)].

SPARKING A CRAZE



Limited Edition M&M Peanut Flavour Vote

- Get ready for a mini-vacation for your mouth! M&M'S is launching three new, limited-edition M&M'S Peanut flavours for its new internationally-inspired Flavour Vote campaign: Mexican Jalapeño Peanut, Thai Coconut Peanut and English Toffee Peanut. Taste the deliciousness of English Toffee Peanut M&M'S - almost like a trip to Great Britain itself. Grab a bag to share with a friend or co-worker. You can even use them to add extra flavour to your favorite desserts.
- Three globally inspired flavours will join the M&M's Peanut lineup for a limited time as part of the brand's latest Flavour Vote campaign. Varieties include Mexican Jalapeño, Thai Coconut and English Toffee.
- Product of USA

Ingredients for English Toffee Peanut: Milk Chocolate (Sugar, Chocolate, Skim Milk, Cocoa Butter, Lactose, Milkfat, Peanuts, Soy Lecithin, Salt, Artificial and Natural Flavours), Sugar, Peanuts, Cornstarch, Less than 1% - Palm Oil, Corn Syrup, Dextrin, Colouring (Includes Yellow 5, Red 40, Yellow 6, Blue 1, Yellow 6 Lake, Yellow 5 Lake, Red 40 Lake, Blue 1 Lake, Blue 2 Lake, Blue 2), Carnauba Wax, Artificial and Natural Flavours, Gum Acacia.

SPARKING A CRAZE



Tic Tac Coca-Cola Mints

- Tic Tac Coca-Cola delivers refreshment that will put a smile on your face
- Sweet, fun and flavourful — perfect anytime
- Individually wrapped bottle packs fit perfectly in your car or desk
- Product of USA & Canada

Ingredients: Sugar, Maltodextrin, **Rice Starch**, Gum Arabic, Natural And Artificial Flavours, Magnesium Stearate, Carnauba Wax.

SPARKING A CRAZE



Cadbury Dairy Milk Durian

- The Cadbury durian chocolate bar comes with crispy rice for a little crunch which involve with the complement of its creamy texture.
- The limited-edition durian chocolate is exclusively made for Malaysians.
- Product of Malaysia

Ingredients: Milk Solids, Sugar, Cocoa Mass, Cocoa Butter, Wheat Crispies[Wheat Flour, Sugar, Corn Starch, Cocoa Powder, Salt, Non-Hydrogenated Vegetable Oil(Palm Kernel), Raising Agents(Ins450(i), Ins341(i), Ins500(ii))), Non-hydrogenated Vegetable Fat(Palm, Shea, Illipe), Emulsifiers(Soya Lecithin(Ins322), Ins476), Flavours.

SPARKING A CRAZE



Reese's Peanut Butter Cups Glow-In-The-Dark

- Bite-size sized milk chocolate, dark chocolate, or white creme filled with delicious peanut butter.
- Makes for a great addition to candy bowls, lunch boxes, and kitchen cupboards.
- Product of USA

Ingredients: Milk Chocolate (Sugar, Cocoa Butter, Chocolate, Nonfat Milk, Milk Fat, Lactose, Lecithin (Soy), PGPR Emulsifier), Peanuts, Sugar, Dextrose, Salt, TBHQ, and **Citric Acid**.

References

- Expert Market Research. (2022). Global Confectionery Market: By Type: Organic, Conventional; By Product Type: Chocolate, Sugar Confectionery, Snack Bar; By Distribution Channel: Supermarket and Hypermarket, Convenience Stores, Others; Regional Analysis; Historical Market and Forecast (2017-2027); Competitive Landscape; Industry Events and Developments. Industry Report.
- FMCG Gurus. (2022). Top Ten Trends for 2022 – Global Report. Industry Report.
- Fortune Business Insights. (2021). Confectionery Market Size, Share & COVID-19 Impact Analysis, By Type (Chocolate, Sugar, and Gums), Distribution Channel (Hypermarket/Supermarket, Convenience Stores, Departmental Stores, and Online Retailers), and Regional Forecast, 2021 – 2028. Industry Report.
- Grand View Research. (2022). Vegan Confectionery Market Size, Share & Trends Analysis Report by Product (Chocolate, Sugar, Flour), by Distribution Channel (Online, Offline), by Region, and Segment Forecasts, 2022-2030. Industry Report.
- Hilliam, M. (2022). Limited-Edition Flavors & Formats Bolster Candy Sector. *The World of Food Ingredients*, 14-15.
- Innova Market Insight. (2021). Plant-based confectionery to gain ground in 2021.
- Innova Market Insights. (Jan/Feb, 2022). Top Trends in Confectionery Context. *The World of Food Ingredients*, 16-17.
- Mordor Intelligence. (2022). Confectionery Market - Growth, Trends, Covid-19 Impact, And Forecasts (2022 - 2027). Industry Report.
- National Confectioners Association. (2022). Sweet Insights: State of Treating 2022.

References

- New Nutrition Business. (2021). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.
- Selby, G. (Jan/Feb, 2022). What's Powering Plant-Based Alternatives in the Sweet Space? The World of Food Ingredients, 30-32.
- Statista. (2021). Market share of chocolate confectionery worldwide in financial year 2020/21, by region.

References – Photo Credits

Photo via

- <https://teamhewins.com/third-quarter-2020-market-overview/>
- https://www.freepik.com/free-photo/close-up-candycane-lollipop-colorful-sweets-background_3011188.htm#query=confectionery&position=3&from_view=search
- <https://asmmdigital.com/blog/2022-marketing-trends>
- <https://www.verywellfit.com/maltitol-low-carb-sweetener-2242220>
- https://www.freepik.com/free-vector/colorful-brushstroke-design-vector-set_3905526.htm#query=blue%20colour%20stroke&position=1&from_view=search
- https://www.freepik.com/free-vector/illustration-female-character-wearing-hijab-working-office_21087369.htm#query=women&position=8&from_view=search
- https://www.freepik.com/free-vector/man-meditating-concept_7744154.htm#query=men%20relax&position=12&from_view=search
- https://www.freepik.com/free-vector/woman-expressing-strong-various-feelings-emotions_8271103.htm#query=good%20mood&position=6&from_view=search
- <https://www.pinterest.com/pin/290622982185604501/>
- <https://www.foodbusinessnews.net/topics/122-confectionery>
- https://www.freepik.com/premium-vector/color-high-light-marker-strokes_10837937.htm?query=green%20highlight

Icon via

- https://www.flaticon.com/premium-icon/chocolate_677678?term=chocolate&page=1&position=5&page=1&position=5&related_id=677678&origin=search
- https://www.flaticon.com/free-icon/gummy-bear_2913856?term=gummy&page=1&position=8&page=1&position=8&related_id=2913856&origin=search
- https://www.flaticon.com/premium-icon/pie-chart_2272166?related_id=2272166
- https://www.flaticon.com/free-icon/right-drawn-arrow_64818?term=arrow&page=1&position=13&page=1&position=13&related_id=64818&origin=search
- https://www.flaticon.com/premium-icon/calm_4126567?term=calming&page=1&position=6&page=1&position=6&related_id=4126567&origin=search
- https://www.flaticon.com/premium-icon/chocolate_677678?term=chocolate&page=1&position=5&page=1&position=5&related_id=677678&origin=search
- https://www.flaticon.com/premium-icon/digestive-system_5862681?term=probiotic&page=1&position=12&page=1&position=12&related_id=5862681&origin=search
- https://www.flaticon.com/free-icon/sugar_1656200?term=sugar&page=1&position=5&page=1&position=5&related_id=1656200&origin=search
- https://www.flaticon.com/premium-icon/nature-product_5394558?related_id=5394558

References – Photo Credits

Icon via

- https://www.flaticon.com/free-icon/chocolate-bar_4142995?related_id=4142995
- https://www.flaticon.com/free-icon/plant_892926?related_id=892926
- https://www.flaticon.com/premium-icon/environmentalism_4729446?term=planet%20friendly&page=1&position=7&page=1&position=7&related_id=4729446&origin=search
- https://www.flaticon.com/free-icon/truffle_1375229?term=chocolate&page=1&position=16&page=1&position=16&related_id=1375229&origin=search
- https://www.flaticon.com/premium-icon/christmas-wreath_2331399?term=christmas&page=1&position=12&page=1&position=12&related_id=2331399&origin=search
- https://www.flaticon.com/free-icon/christmas-tree-drawing_15899?related_id=15899
- https://www.flaticon.com/premium-icon/gummy_5242876?term=gummy&page=1&position=6&page=1&position=6&related_id=5242876&origin=search
- https://www.flaticon.com/free-icon/sugar_2224266?term=low%20sugar&page=1&position=2&page=1&position=2&related_id=2224266&origin=search
- https://www.flaticon.com/free-icon/mental-health_3997942?term=mental&page=1&position=1&page=1&position=1&related_id=3997942&origin=search
- https://www.flaticon.com/premium-icon/guts_4157702?term=gut&page=1&position=1&page=1&position=1&related_id=4157702&origin=search
- https://www.flaticon.com/premium-icon/season_2831960?term=seasonal&page=1&position=4&page=1&position=4&related_id=2831960&origin=search
- https://www.flaticon.com/free-icon/diagram_2285545?related_id=2285545



THANK YOU