



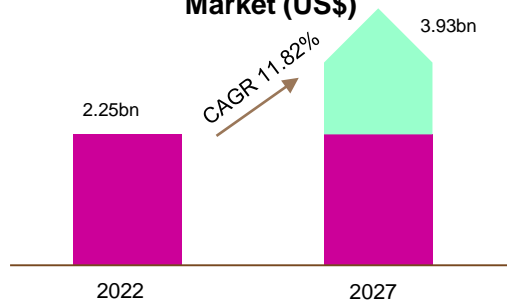
MARKET TRENDS IN SRI LANKA:  
CONFECTIONERY



## KEY TRENDS

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### Sri Lanka Confectionery Products Market (US\$)



#### + IN-SCOPE

- Chocolate products
- Sugar confectionery
- Cookies
- Ice Cream

- ▶ In the confectionery segment, volume is expected to amount to 465.3mkg by 2027 & is expected to show a volume growth of 3.6% in 2023.
- ▶ In relation to total population figures, per person revenue of US\$104.10 is generated in 2022, the average volume per person is expected to amount to 18.1kg in 2022.

## PROSPECTS AND OPPORTUNITIES



**INNOVATIVE FLAVOUR**



**LOW SUGAR CONFECTIONERY**

# INNOVATIVE FLAVOUR

**65%** of APAC consumers think that rare, unique or even crazy **flavors** are a way that chocolate can be more **exciting**.

Exciting and progressive innovation can have a significant impact on international flavour trends and inspire chocolate manufacturers around the world.



**“A confectionery with a new & refreshing taste, rich & creamy chocolates plays an important role in multisensorial experiences for consumers!”**



## Daintee Fruit & Mint Candy

- These colourful candies have delicious unique fruity flavours with a refreshing mint flavour.
- Product of Sri Lanka

# INNOVATIVE FLAVOUR



## **Creamfills Alpenliebe Toffee Candy**

- Alpenliebe Creamfills is made using ingredients of highest quality, comes in two of Sri Lanka's most popular flavours, Caramel and Coffee to give consumers more choice.
- A rich creamy centre inside a hard exterior is the standout feature of the toffee.
- Product of Sri Lanka

## LOW SUGAR CONFECTIONERY

**14%** of chocolate confectionery buyers choose a new product because it is **low** or has **no sugar**.

Source: Mintel (Sweet & Snacks), 2022

Low-to-no sugar products are now becoming stock in consumers' home to fit into their **healthy lifestyle and diets**.

**30%** of oligofructose and inulin can be used as sugar replacer that help to improve blood glucose level.



### The Natural Confectionery Co. Kombucha Flavored Jellies

- Contains prebiotic fiber and kombucha extract. 25% less sugar compared to the average amount of sugar present in leading candy jelly products.
- Product of Australia

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



# LOW SUGAR CONFECTIONERY



## Twix Almond Crème Honey Crunch Chocolate Bar

- Twix Almond Cream Honey Crunch Oat Bars are biscuits with wholegrains, soft caramel, honey and an almond cream filling enrobed in milk chocolate.
- Contain inulin and oligofructose and hence 30% less sugar compared to manufacturer's standard chocolate bar.
- Product of Germany

**Ingredients:** **Oligofructose**, Palm Fat, Sugar, Honey, Whole Oat Flakes (6.9%), Skimmed Milk Powder, Cocoa Butter, Almonds, Wholegrain Wheat Flour (4.6%), Wheat Flour, **Inulin**, Cocoa Mass, Water, Wholegrain Barley Flour (1.8%), Glucose Syrup, Lactose, Sweet Whey.

# LOW SUGAR CONFECTIONERY



## Snickers Almond Cream Oat Chocolate Bar

- Snickers Almond Cream Oat Cereal Bar compromises milk chocolate with an almond cream filling with caramel core, oats and peanuts.
- Contain inulin and oligofructose and hence 30% less sugar compared to manufacturer's standard chocolate bar.
- Product of Germany

**Ingredients:** Almonds, Soluble Corn Fibre, Sugar, Invert Sugar, Skimmed Milk Powder, Cocoa Butter, Whole Oat Flakes, **Inulin**, **Oligofructose**, Lactose, Sunflower Oil, Cocoa Mass, Peanuts, Palm Fat, Dextrose, Sweet Whey Powder (From Milk), Pure Butterfat.



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## References – Photo Credits

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