



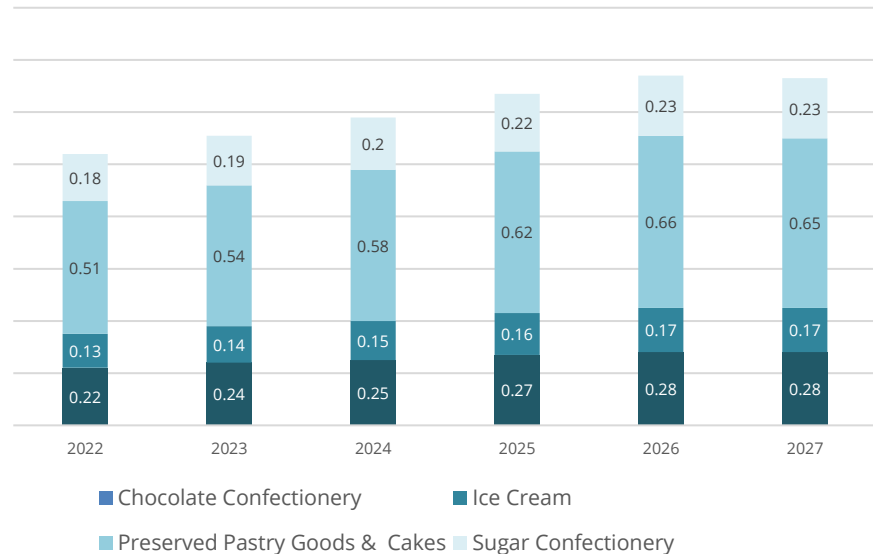
GLOBAL MARKET TRENDS 2023: CONFECTIONERY

Market Overview



Revenue in the confectionery segment amounts to US\$1.11tn in 2023. The market is expected to grow annually by 4.77% (CAGR 2023-2027) ¹.

Sales Revenue of Confectionery Segment, Worldwide
(2022-2027) ¹



References

¹Statista. (2022). Confectionery - Worldwide

Key Trends



Key Trends for **Confectionery** in 2023

1

Functional ingredients going beyond taste

2

Bites for balanced mood

3

Plant-based Gives Permission To Indulge

4

Golden Age of Nuts

5

Reducing sugar without compromising on taste

Key trend 1: Functional ingredients going beyond taste.

Healthy eating is all about balance. The concept of a healthy diet has changed significantly over the years. In general, confectioneries were considered to do nothing to your health but offer empty calories, contributing to weight gain and increasing the risk of various health problems.

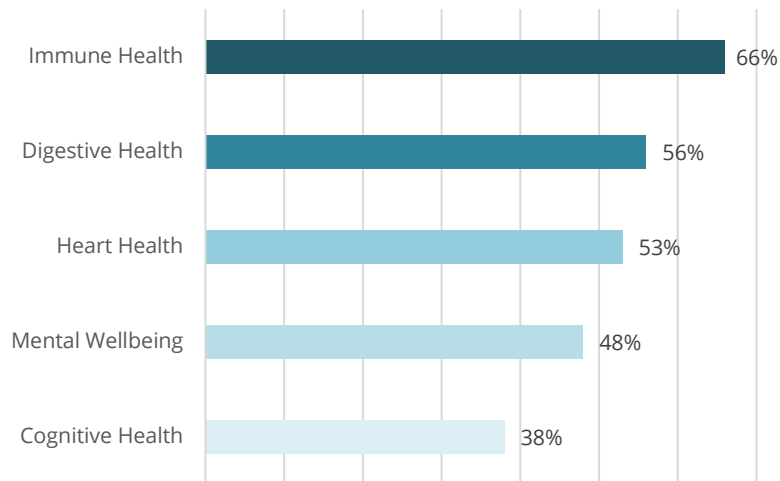
Gluten-free, high sources of fibre and no added sugar are the common health-related claims in the chocolate and confectionery market as health-conscious consumers seek healthier formulations¹.

By incorporating functional ingredients like prebiotics, probiotics or food ingredients rich in vitamins, minerals and antioxidant such as nuts, seeds and berries that promote gut health and immunity, brands can satisfy consumers aiming to adopt a healthier lifestyle, whilst still looking for some indulgence^{1,3}.

Over the next twelve months, consumers will continue to take a proactive approach to health maintenance²

Areas of health that consumers were looking to address in 2022.

Global, Top 5 answers



References

¹Candy Industry. (2022). ofi: 6 trends for chocolate, confectionery and spreads.

²FMCG Gurus. (2022). Understanding the Prebiotic Market in 2022 and Beyond.

³Itac Professional. (n.d.). Chocolate Confectionery Trends: Plant-based, Healthy Indulgence And Texture Innovation.

Key trend 1: Functional ingredients going beyond taste.

***Chicory root fibre** is an example of a low glycaemic sugar replacer that can be used in a wide range of food products. It has a similar sweetening profile as sugar but only contributes half the calories of sugar!

Not only that, Chicory root fibres ...

- Feed Selectively The Good Bacteria In The Gut Which Is Important For Health And Well-being
- Are Clinically Proven Prebiotics With The Strongest Scientific Data Based On More Than 20 Years Of Research
- Improve Bowel Habits, Gently Maintain Bowel Regularity And Support Well-being
- Have Prebiotic Benefits That Go Beyond Gut Health, Such As Support Of Inner Defence, Weight Management, Blood Glucose Management, Bone Health And More
- Help To Bridge The Fibre Gap



“The prebiotic effect – chicory root fibres nourish our good gut bacteria.”

Digestive health is a priority for many, especially as the link between the gut and immunity becomes more established.

*Chicory root fibre (synonyms: inulin, shorter chain inulin (= oligofructose = fructo-oligosaccharides (FOS)), longer chain inulin, compositions of shorter and longer chain inulin).

References

BENEIO. (n.d.). Chicory root fibres – supporting a healthy gut microbiota and beyond.

Key trend 1: Functional ingredients going beyond taste.

Belvas Cocoa Hearts With No Added Sugar – With Inulin

- The ultimate indulgence, Cupid strikes again with this delicious chocolate heart, no sugar added and 100% organic certified!
- This is a world premiere! We use organic inulin, natural and high in fibres! 100% treat, 100% healthy.
- Pure cocoa and hazelnuts from Italian Piedmont area. To be enjoyed without moderation.
- Product of Belgium

Ingredients: *Inulin°, Hazelnuts° (23%), Cocoa Mass°, Cocoa Butter°, Cocoa Powder°, Coconut Butter°, Vanilla°, Emulsifier: Sunflower Lecithin°.

°Organically-grown product. Controlled by Certisys BE-BIO-01. Cocoa and vanilla are Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 43%.



Key trend 1: Functional ingredients going beyond taste.

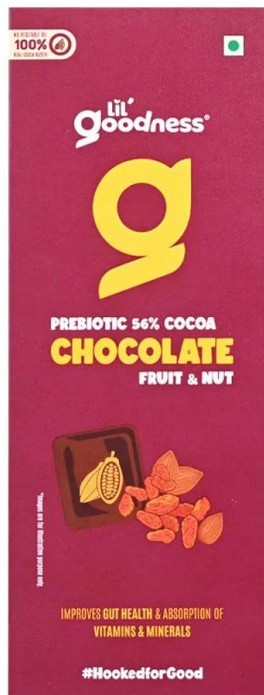


Ohso 54% Dark Chocolate With Live Cultures

- Using the finest Belgian chocolate (personally tried and tested!), and a hint of vanilla, this is one for the classic chocolate fans amongst us.
- Ohso comes out of an amazing discovery that our chocolate delivers live bacteria to your gut 3 x more effectively than dairy products, using our unique encapsulation process.
- The science and claim has been proven to the satisfaction of the "European Food Standards Authority", so you can forget the yogurt and enjoy a little bar of chocolate!
- No artificial colours, flavours or preservatives.
- Product of UK

Ingredients: Cocoa Mass, Sugar, Cocoa Butter, Emulsifier: Soy Lecithin, *Lactobacillus Helveticus* And *Bifidobacterium Longum* (Microencapsulation: Vegetable Fatty Acids, *Maltodextrin, Natural Vanilla *Flavouring.

Key trend 1: Functional ingredients going beyond taste.



Lil' Goodness Prebiotic Dark Chocolate Fruit & Nut

- Lil 'Goodness Prebiotic Chocolate can be a good way to satisfy chocolate cravings. Prebiotic Chocolate is health-friendly chocolate with naturally extracted prebiotic fibre, and contains three times more fibre than regular dark chocolate.
- Made with cocoa butter and doesn't contain any vegetable oil. Lil 'Goodness brings India's first prebiotic chocolate to you, it's yummy, healthy and rich in cocoa.
- Product of India

Ingredients: Cocoa Solids, Sugar, Cocoa Butter, ***Almonds** & Raisins (20%), ***Fructose-oligosaccharide** (5%), Emulsifier (INS 322), ***Artificial Vanilla Flavour**.

Key trend 1: Functional ingredients going beyond taste.



Vitamin C contributes to immune defense by supporting various cellular functions of both the innate and adaptive immune system¹.

Vitamin D plays an immunoregulatory role in innate and adaptive immunity, and low vitamin D status has been implicated with infectious diseases as well as some autoimmune disorders².

Candy Can Sour Berries Immunity Gummies

- Everyone loves candy. But what we don't love are the empty calories, loads of sugar, and complete lack of nutritional value. At CandyCan, we believe everything you eat should serve a purpose, and it is our mission to create great-tasting sweets packed with the benefits of you need live you best life.
- Plant based
- High in fiber
- No sugar alcohols
- Product of Canada

Ingredients: Non-GMO Soluble Corn Fiber, Pectin, Malic Acid, ***Citric Acid**, Sodium Citrate, Natural ***Flavours**, Organic Sunflower Oil, Colours (Black Carrot, Annatto, Grape Juice), Organic ***Stevia Leaf Extract**, Elderberry Extract, ***Vitamin C**, ***Vitamin D3**, Black Pepper Extract.



References

¹Carr, A., & Maggini, S. (2017). Vitamin C and immune function. *Nutrients*, 9(11), 1211. <https://doi.org/10.3390/nu9111211>

²Wishart, K., Maggini, S., & Wintergerst, E. S. (2015). Vitamin D and immunity. *Foods and Dietary Supplements in the Prevention and Treatment of Disease in Older Adults*, 253–263. <https://doi.org/10.1016/b978-0-12-418680-4.00024-5>

Key trend 1: Functional ingredients going beyond taste.

Essential Candy Wellness Blend Organic Hard Candy With Elderberry And Lemon

- Decidedly the best for daily immune support, organic elderberries have a long history of fighting colds and flu symptoms along with aiding with reflux, and when paired with fresh lemon, this all-natural hard candy Signature Blend may help with congestion and ease stress.
- 100% All-natural: Organic, Non-GMO, Gluten-Free, Vegan, Soy-Free, Dairy-Free
- Nothing Added: No Artificial Colors, Flavors, Sweeteners, or Preservatives
- Low Sugar + Low Calories: Each piece contains less than 3 grams of organic unrefined cane sugar and less than 10 calories
- Product of USA

Ingredients: Organic Cane Sugar, Elderberry Extract (Purified Water, Organic Dried Elderberries), Organic Brown Rice Syrup, Organic Lemon Oil.



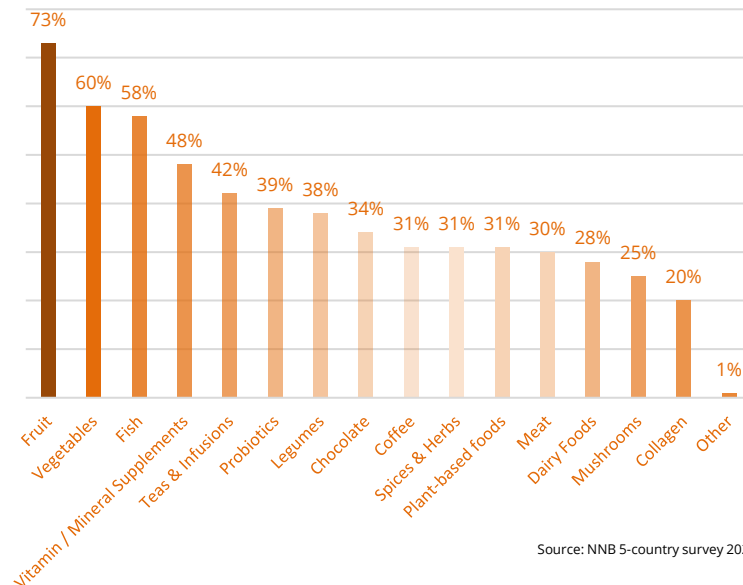
Key trend 2: Bites for balanced mood

Consumers interest in foods that help them manage stress, relax, boost mental wellbeing or focus has always existed but it has been bolstered by the coronavirus epidemic coupled by the uncertainty and anxiety about what the future might bring. There's no question that consumers in most countries are interested in benefits such as:

- alertness and focus
- energy
- fatigue reduction
- memory
- mood boost
- stress and anxiety management
- better sleep quality

"Chocolate doesn't need any claims or deep science to back it up, all that matters is that people feel better, even if briefly, after indulging."

Percentage of consumers who claim to be eating the following foods to boost their mood and mental wellbeing



Source: NNB 5-country survey 2022

References

Mellentin, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. New Nutrition Business.

Key trend 2: Bites for balanced mood

Ingredients hashtag	Ranked by % growth in number of posts Sep 20 – Jan 22	Total number of posts in Jan 22
#lionsmanemushroom	134.3%	53,040
#ashwagandha	105.7%	171,645
#choline	55.9%	17,294
#cordyceps	50.6%	166,193
#rhodiola	46.6%	27,442
#holybasil	46.1%	82,403
#omega3	44.7%	1,976,458
#ginseng	29.5%	485,848
#taurine	28.9%	43,582
#creatine	23.5%	786,469
#caffeine	15.3%	6,672,363

Source: Instagram

“The challenge is that even though nootropics are very fashionable, consumers remain largely unfamiliar with them...”

These trendy ingredients have very low levels of consumer awareness, even on social media channels like Instagram, and are only of interest to the 10% of most health-active (and probably younger) consumers.

It is this ‘big niche’ of health-forward young consumers who are the best targets for brands focusing on the Mood & Mind aspect.



The key to succeeding in mood elevation is investing in science so that the consumer can feel the benefit. In Japan, confectionery giant Ezaki Glico has created a steadily growing success with its Mental Balance Chocolate GABA brand, with gammaamino-butyric acid (GABA), a type of neurotransmitter which helps with anxiety reduction and calming.

Key trend 2: Bites for balanced mood



Emulsifier is added to chocolate to help bind the cocoa solids, sugar and milk so they stick to the cocoa butter. It reduces viscosity and yield values, enabling the chocolatier to control the chocolate properties (e.g., thickness, reduction of air bubbles, and melting temperature)¹.

Glico GABA Milk Chocolate With Gamma-aminobutyric Acid

- Glico GABA milk chocolate is the classic combination of pleasant and healthy. Superb palm-free milk chocolate with a soft, melting texture. One chocolate bag contains 143 mg of the GABA amino acid, which stimulates mental activity.
- GABA - gamma-aminobutyric acid, an indispensable element of the proper functioning of the brain and the entire nervous system. The lack of this acid in the body causes malfunctioning of neurotransmitters that send signals from the nervous system to the cells of the body.
- Product of Japan

Ingredients: Sugar, Whole Milk Powder, Cocoa Mass, Vegetable Oil, Cocoa Butter, Gamma-aminobutyric Acid Powder, Cocoa Powder, Dextrin, ***Emulsifier**, ***Flavouring**, Glaze (Partially Contains Milk And Soy Components).



References

¹Malmos, K. G., Gouilleux, B., Sønderskov, P., Andersen, T., Frambøl, J. V., & Vosegaard, T. (2018). Quantification of ammonium phosphatide emulsifiers in chocolate using ³¹P NMR spectroscopy. *Journal of Agricultural and Food Chemistry*, 66(39), 10309–10316. <https://doi.org/10.1021/acs.jafc.8b04379>

Key trend 2: Bites for balanced mood



The green tea amino acid, L-theanine (L-THE) is associated with several health benefits, including improvements in mood, cognition and a reduction of stress and anxiety-like symptoms¹.

Snaktive Mood Chocolate Bar

Superfood for a better mood. Our Mood Chocolate contains Ginseng and Maca extracts which could support mood boosting, stress reductions, and brain function development, among so many other benefits to sustain a good mood. It also potentially helps lower blood sugar - yet another reason to keep you smiling!

- Potential Benefits:
 - ✓ Boosts mood & decreases stress
 - ✓ Improves brain function
 - ✓ Helps lower blood sugar levels
- Product of UAE



Ingredients: Cocoa Mass, Cocoa Butter, Maltitol (31%), Cocoa Powder, Hazelnut, ***L-Carnitine**, Green Coffee Extract, ***Green Tea Extract**, Emulsifier (Sunflower Lecithin), Natural Vanilla ***Flavouring**, ***Stevia** (Sweetener).

References

¹Williams, J., Everett, J., D'Cunha, N., Sergi, D., Georgousopoulou, E., & Keegan, R. et al. (2019). The Effects of Green Tea Amino Acid L-Theanine Consumption on the Ability to Manage Stress and Anxiety Levels: a Systematic Review. Plant Foods for Human Nutrition, 75(1), 12-23. <https://doi.org/10.1007/s11130-019-00771-5>

Key trend 2: Bites for balanced mood



Mindright Chocolate Sea Salt Bar

- Smooth dark chocolate and a hint of sea salt for the perfect blend of sweet and salty.
- Improve your mood, energy, and focus. * Our delicious plant-based protein bars are powered by our +HAPPY BRAIN BLEND®, a proprietary blend of all-natural brain-boosting antioxidants, nootropics, and adaptogens formulated to support a happy and healthy mind.
- Product of USA

Ingredients: *Almonds, *Prebiotic Vegetable Fibre, *Pea Protein, Coconut Sugar, Dates, Cocoa Powder, Chocolate Chips (Unsweetened Chocolate, Cane Sugar, Cocoa Butter, Vanilla Extract), Glycerin, Happy Brain Blend: (Sunflower Lecithin, MCT Oil Powder, Ashwagandha Extract [KSM-66], Cordyceps Extract, Ginseng Extract), Natural *Flavours, *Vanilla Extract Flavour, Sea Salt.

Key trend 2: Bites for balanced mood



Stevia extract is naturally extracted from the leaves of stevia plant, 250-300 times sweeter than sucrose. It is a non-caloric substitute for sugar and does not raise blood sugar and insulin levels¹.

Ozia Originals Kava Kava Candy, Ginger Mint Flavour

- Take life easier when you have this kava kava candies at hand! Kava kava, or simply kava, is made from a crop called Piper methysticum found in the South Pacific. It's usually available as a kava powder to be taken as a kava drink or kava tea.
- This candy is developed with the right balance of kava root, lemon balm, and chamomile ingredients, letting you easily and naturally break free from stress yet stay functional throughout the day. If work is starting to get too intense, a piece or two of this stress relief supplement in the form of a candy can be your aid for a mood boost, relaxation, and even to help you sleep.
- Product of USA

Proprietary Blend 50 mg: Kava kava (root), Lemon Balm, Chamomile.

Other ingredients: Sorbitol, Xylitol, Natural ***Flavours**, Calcium Stearate, Turmeric (for colour), ***Stevia Extract**.



References

¹Peteliuk, V., Rybchuk, L., Bayliak, M., Storey, K. B., & Lushchak, O. (2021). Natural sweetener *Stevia rebaudiana*: Functionalities, health benefits and potential risks. *EXCLI journal*, 20, 1412–1430. <https://doi.org/10.17179/excli2021-4211>

Key trend 2: Bites for balanced mood



Goli Nutrition, Chocolate Acai Berry Calm Bites

- Only 25 Calories Per Bite
- Milk chocolate acai berry flavor and a fluffy center combined with KSM-66® Ashwagandha and Reishi Mushroom Extract to help:
 - ✓ Reduce stress & promote relaxation
 - ✓ Improve quality of sleep
- Product of USA

Other ingredients: Center (Sugar, Glucose Syrup, Sustainable Palm Oil, Milk Solids, Egg Whites, Cocoa Processed With Alkali, Natural Flavours (Acai-blueberry-pomegranate), Baking Soda, Vegetable Monoglycerides, Inositol, Salt, ***Citric Acid**, Soy Lecithin, ***Stevia**, ***Calcium D-pantothenate**) Chocolatey Coating (Sugar, Sustainable Palm Kernel And Sustainable Palm Oil, Cocoa Processed With Alkali, Milk, Soy Lecithin, Natural ***Vanilla Extract**).

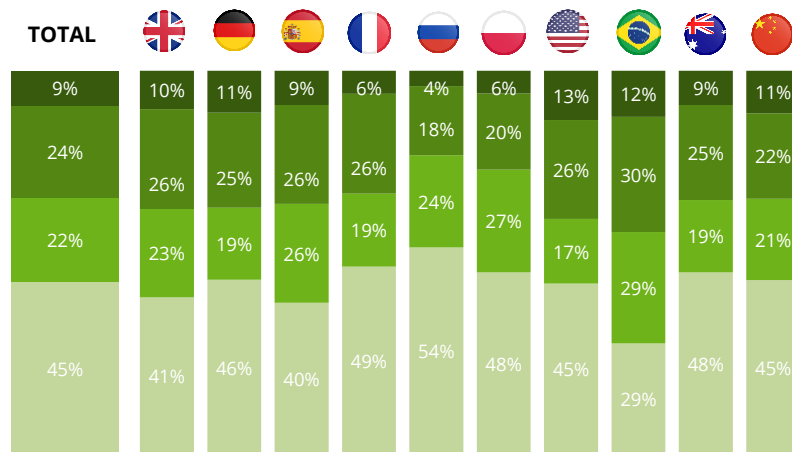
Key Trend 3: Plant-based gives permission to indulge

Q: Which of the following statements about your dairy consumption best describes you? | n = 11990 (bruto sample)

- Trying to avoid consuming dairy as much as I can
- Try to limit my dairy consumption
- Do not yet pay attention but I'm considering this in the future
- Not paying attention to dairy intake



1 in 3 consumers globally are already limiting their dairy consumption, while an additional one-fifth are not doing it today but considering it in the future.



Brazil clearly takes the lead in dairy avoidance with over 4 in 10 limiting dairy consumption.

Russia lags behind in avoiding dairy as well, with only a fifth actively avoiding the intake.

Key Trend 3: Plant-based gives permission to indulge



Given the growing world-wide awareness and concern for environment, health and animal welfare, and with a tremendous amounts of plant-based options available, many consumers enjoy indulging in vegan and plant-based foods².

Confectionery manufacturers and chocolatiers have been creating great alternatives to traditional milk chocolate that can be enjoyed by consumers who are following a plant-based diet, at the same time also attracts traditional milk chocolate lovers².

Trader Joe's 40% cocoa oat chocolate bars use a combination of ground oats and rice syrup: "Only, there's no milk! Nor is there any soy or gluten in these totally vegan Oat Chocolate Bars." This is a good example of how oats can create "**Permission to Indulge**"¹.



"It's no surprise that plant-based will also continue to be a huge trend in the world of confectionery in year 2023."

References

¹Mellentini, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. New Nutrition Business.

²Puratos. (2022). Hottest Chocolate Trends For 2023.

Key Trend 3: Plant-based gives permission to indulge



Rice syrup adds the right balance of sweetness while adding a noticeable “snap” to the chocolate’s final texture.

Trader’s Oat Chocolate Bars

- These Oat Chocolate Bars are made by our bean-to-bar supplier in Colombia who combines cane sugar, cocoa butter, and 40% cocoa mass (which is more than the 25%-35% typically found in milk chocolate) to create a very delicious chocolate bar.
- The trickiest part is that they use a combination of ground oats and rice syrup (think oat “milk”) to make it lusciously creamy, just like milk chocolate.
- Product of USA

Ingredients: Cane Sugar, Cocoa Butter, ***Ground Oats**, Cocoa Mass, ***Rice Syrup**, Sunflower Lecithin (Emulsifier), Natural ***Vanilla Flavour**.



**DPO Featured Ingredient*

Key Trend 3: Plant-based gives permission to indulge



Almond flour is typically made from blanched almonds and is ground more finely than almond meal. Besides, it is a wholesome alternative to other flours and is suited for gluten-free baking¹.



Taza Chocolate Almond Milk Quinoa Crunch

- Sweet, creamy milk chocolate—made with almond milk. Yup! This plant-based sweet isn't just dairy free, it's also chock full of flavour from simply processed + stone ground cacao and crispy puffed quinoa for added crunch.
- Product of USA

Ingredients: Organic Coconut Sugar, Organic Cocoa Butter, Organic Cacao Beans, Organic ***Blanched Almond Flour**, Organic Puffed Quinoa, Organic Sunflower Lecithin, Sea Salt.

References

¹Almond Board of California. (2021). Almond Forms For Every Function.

Key Trend 3: Plant-based gives permission to indulge



Trupo Treats Vegan Mini Marshmallows

- Top vegan hot chocolates with these Vegan Mini Marshmallows! While the hot chocolate will be sure to keep you warm on the coldest of days, these Vegan Mini Marshmallows will add an extra pep to your step. Watch as they melt in your hot chocolate to form the most delicious treat this winter!
- Product of USA

Ingredients: Sugar, Glucose-fructose Syrup Water, Maize Starch, Dextrose, Gelling Agent: Carrageenan, Hydrolyzed ***Rice Protein**, Natural ***Flavouring**.

Key Trend 3: Plant-based gives permission to indulge



The Natural Confectionery Co. Vegan Fruity Flavoured Jellys

- Vegan, No Artificial Sweetener, No GMO, No High Fructose Corn Syrup
- The flavours in the vegan packet includes Apple, Blackcurrant, Peach, Pineapple and Raspberry
- Product of Australia

Ingredients: Cane Sugar, Invert Sugar, Glucose Syrup[†], Thickener (Acid Modified Wheat Starch), ***Food Acid (Citric)**, ***Fruit Juice Concentrate**, Natural ***Flavours**, Natural Food Colours (Anthocyanins, Spirulina, Turmeric, Paprika Oleoresin), Glazing Agent (Vegetable Oil, Carnauba Wax).

[†]From wheat and corn

Key Trend 3: Plant-based gives permission to indulge

J. Luehders Vegan Soft Gummy Candy

- Vegan soft candy
- Free from gelatin, artificial colors, and artificial flavors
- Made with sustainable palm oil
- Available in 3 fruity varieties that include red berries, exotic fruits, and fruity flowers
- Product of Germany

Ingredients for Red Berries Flavour: Glucose Syrup, Sugar, 20% Fruit Juice Concentrates (Pomegranate, Apple, Elderberry and Blackberry), Gelling Agent (Pectin), Acidity Regulators (Citric Acid, Tripotassium Citrate), Black Carrot Juice (0.45%), Natural ***Flavours**, Sustainable Palm Oil, Glazing Agent (Carnauba Wax).



Key Trend 4: Golden age of nuts



Nuts and their derivatives are ingredients that perfectly combine with chocolate, providing it with a myriad of nutritional and sensorial benefits².

Hazelnut remains a firm favorite, while almond and peanut are remains as the prevalent choice among consumers and widely available in chocolate boxes and bars¹.

Spotlight on Pistachio

The coming on strong nut of the moment is pistachio. It is experiencing growth and taking center stage as an inclusion in many new confectionery products. Whether it's whole kernels, pieces, powders or pastes, the pistachio is intriguing people's interest¹.



References

¹Candy Industry. (2022). ofi: 6 trends for chocolate, confectionery and spreads.

²Icac Professional. (n.d.). Chocolate Confectionery Trends: Plant-based, Healthy Indulgence And Texture Innovation.

Key Trend 4: Golden age of nuts

Excellent Crunch & Texture

The sensory satisfaction offered by texture is nowadays a paramount factor in the confectionery industry. Other than nut pieces, some areas where texture-related innovation is focused with increasing regularity in nut paste or dressings with nuts in new and attractive visual formats¹.

Premiumisation

In an increasingly competitive market where consumers seek top quality in their products, the trend toward premium products in chocolate confectionery is gaining importance. In this regard, chocolates that include nuts have great chances of attaining a competitive advantage, due to the excellent image of these products among consumers¹.



Good source of fats

Nuts are nutrient dense foods rich in unsaturated fatty and other bioactive compounds. High fat content gives nuts a buttery and indulgent texture which pairs well with chocolate³.

Consumers' growing interest in naturally-healthy fats has seen surging demand for nuts in recent years, spurred in some markets by interest in keto diets².

References

¹Itac Professional. (n.d.). Chocolate Confectionery Trends: Plant-based, Healthy Indulgence And Texture Innovation.

²Mellentin, J. (2022). 10 Key Trends in Food, Nutrition & Health 2023. New Nutrition Business.

³Ros, E. (2010). Health benefits of Nut Consumption. *Nutrients*, 2(7), 652–682. <https://doi.org/10.3390/nu2070652>

Key Trend 4: Golden age of nuts



Skim Milk Powder is used as a source of dairy proteins in confectionery and provides gelation, emulsification or foam formation¹.

Nestle Damak Milk Chocolate With Pistachio

- Since 1933, Nestlé® Damak®, the perfect harmony of unique chocolate and delicious whole Pistachios is the best way to make yourself or your loved ones a palate satisfy.
- Supporting quality and efficiency in Pistachio production with the “Let Our Peanuts Be Abundant” project.
- As NESTLÉ® Damak®, we show the value we attach to the pistachios we are devoted to. Since 2011, TEMA we carry out in cooperation with "Get plenty we Fis" an important agricultural value having Pistachio is a production with local farmers about sustainable maximize efficiency in production for projects with Turkey, we contribute to economic prosperity.
- Product of Turkey

Ingredients: Sugar, Pistachio (18%), Cocoa Butter, Whey Powder (Dairy Product), Cocoa Mass, ***Skimmed Milk Powder**, Milk Fat, ***Emulsifier** (Sunflower Lecithin), Natural ***Flavouring** (Vanilla, Hazelnut, Almond And Wheat).



References

¹Christiansen, M. V., Dave, A., Skibsted, L. H., & Ahrné, L. (2022). Functional properties of skim milk concentrates produced by reverse osmosis filtration and reconstituted commercial powders. *International Dairy Journal*, 126, 105225. <https://doi.org/10.1016/j.idairy.2021.105225>

Key Trend 4: Golden age of nuts



Lactose is used in the confectionery industry to produce caramel flavors through the Maillard reaction, usually with milk proteins¹.

Lindt Lindor Praline di Cioccolato Pistacchio

- The famous Lindor praline with a double bow wrapper: a crunchy shell of very fine milk chocolate encloses a soft, irresistibly melting pistachio filling.
- Finest cocoa, inimitable roasting and grinding, the best ingredients: this is the secret of the finest Lindt chocolate.
- Irresistible pistachio meltiness to share, a daily cuddle for your moment of ecstasy.
- Product of Italy

Ingredients: Sugar, Cocoa Butter, Vegetable Fat (Coconut, Palm Kernel), Whole Milk Powder, Cocoa Mass, Skimmed Milk Powder, ***Lactose**, Anhydrous Butter, Pistachio Paste (1.3%), ***Emulsifier** (Soy Lecithin), ***Flavourings**, Barley Malt Extract.



References

¹Shendurse, A. M., & Khedkar, C. D. (2016). Lactose. *Encyclopedia of Food and Health*, 509–516. <https://doi.org/10.1016/b978-0-12-384947-2.00415-3>

Key Trend 4: Golden age of nuts

Ferrero Rocher Milk Chocolate Hazelnut & Almond Bar

- An exclusive and premium recipe of smooth milk chocolate exquisitely balanced with roasted hazelnuts and a creamy filling with hazelnuts and almond pieces for an experience to remember.
- Ferrero Rocher® premium chocolate bars are the ideal way to make everyday moments feel even more special and unique!
- Product of Poland

Ingredients: Sugar, Cocoa Butter, ***Skim Milk Powder**, Palm Oil, Hazelnuts, Cocoa Mass, ***Almonds**, Milk Powder, Butteroil, Cocoa Powder, Lecithin As Emulsifier, Salt, Natural And ***Artificial Flavours**.



Key Trend 4: Golden age of nuts



In confectionery, sorbitol is used in combination with sugar to increase the shelf life and reduce the hardness of the sugar associated with the staleness in the candy. It also helps to improve softness, taste and texture¹.

Roshen Candy Nut Soft Caramel with Peanuts

- Delicious candies from the Ukrainian company Roshen made with delicate caramel (54%) with peanuts covered with cocoa glaze (20%).
- Especially for lovers to charge up with peanut energy. Soft caramel with peanuts in milk chocolate glaze. “Candy Nut” combines the traditions and quality of chocolates preparation in combination with the amazing, unique taste of peanuts and caramel.
- Product of Ukraine.

Ingredients: Condensed Milk Product [Skimmed Milk, Sugar, Milk Fat Substitute (Palm, Sunflower Oil), Lactose], Roasted Peanut Kernels (26%), Molasses, Confectionery Fats (Palm Oil, Hydrogenated Palm Kernel Oil), Sugar, ***Sorbitol Syrup**, ***Whey Powder**, Cocoa Powder With Reduced Fat Content, Salt, Emulsifier Soy Lecithin, ***Flavourings**.



References

¹Sravan, T. & Spandana, K. (2021). Sorbitol – Its Applications in Different Fields. *Agriculture & Food*. 3 (3).

Key Trend 4: Golden age of nuts



Dextrose is used extensively for sweetening and coating confectionery products. It improves the color and gloss of the coatings, and its high heat of solution gives a cool mouthfeel in all gum and candy-coating applications¹.

Valrhona Gift Box Moments Croquants

- Treat yourself after a winter walk or enjoy a film night with these croquants selection of chocolate-covered almonds and hazelnuts.
- Our fully recyclable boxes will satisfy anyone's sweet tooth! With Valrhona's Moments Croquants treats, it's always a good time for some exceptional chocolates.
- Product of France.

Ingredients: Sugar, Cocoa Beans, Hazelnuts From Italy, Spanish Almonds, Cocoa Butter, Powdered Candied Orange Peel (Orange Peel, Sugar, ***Dextrose**, ***Glucose Syrup**), Whole Milk Powder, Brown Sugar, Skimmed Milk Powder, Whey, Coating Agents: ***Maltodextrin**, Shellac, Butter, Emulsifier: Soy Lecithin, Natural Vanilla Extract, Barley Malt Extract.



References

¹Dextrose Monohydrate. (2021). Applications. Retrieval from <https://irandextrose.com/wp-content/uploads/2021/06/Dextrose-Monohydrate-Applications.pdf>

Key Trend 5: Reducing sugar without compromising on taste

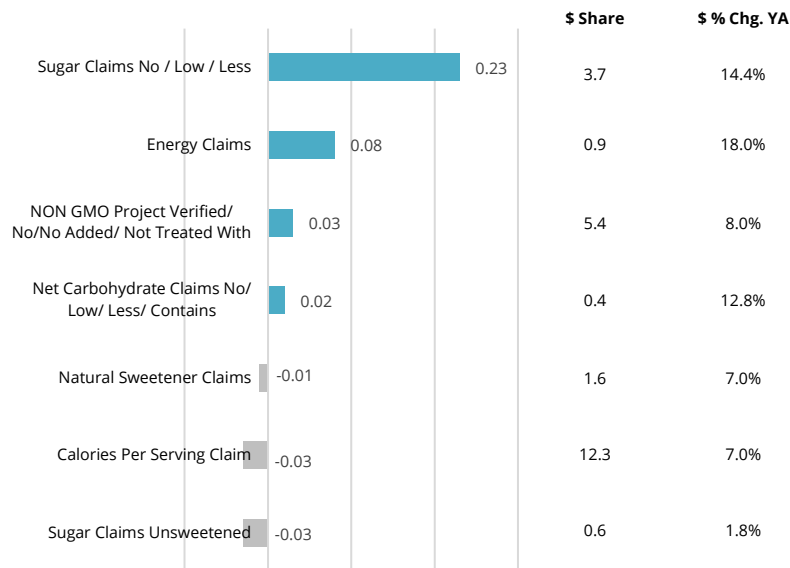


Sugar reduction is the number 1 leading trend in food and beverages, including confectionery. Chocolates and candies with reduced sugar, no sugar or no added sugar are growing in both dollar and volume growth more than their traditional counterparts².

Innova Market Insights reported that 73% of consumers from an average of ten countries say that they try to limit or reduce products/ingredients that are 'bad' for them, such as high in sugar, salt, fat, etc¹.

Confections and Beyond: Claims Promoting Low-/No-Sugar Lead Health & Wellness (H&W) Attribute Share Growth Across Consumer-Packaged Goods (CPG)²

H&W Claims – \$ Share of Total Edible: Largest Share Growth vs. Year Ago (YA)



Source: IRI Edible Market Advantage™, MULO L52 Wks Ending 08-07-22

References

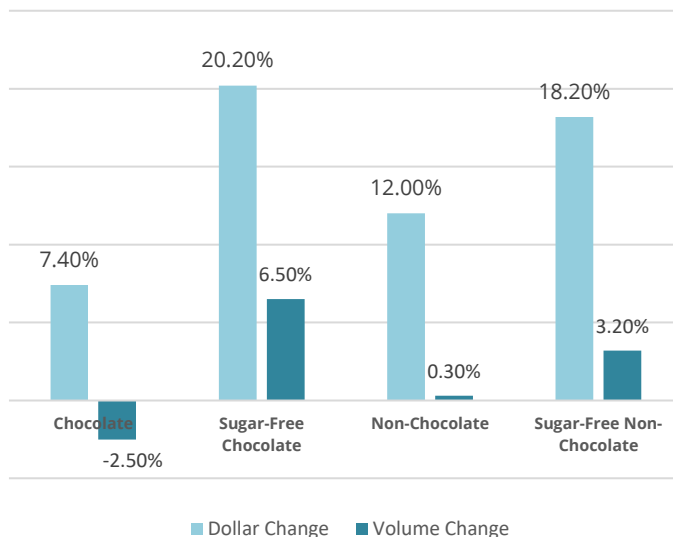
¹Cervera, M. (2022). Tate & Lyle taps into erythritol, broadens sugar reduction business.

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Key Trend 5: Reducing sugar without compromising on taste

Sugar-Free Confectionery Outpacing Traditional Categories²

Year to Date (YTD) Weeks Ending (W/E) 7/10/22 % Change YA



Source: IRI TSV - Dollar and Volume (lb) Sales - 52 Weeks Ending 7/10/22 vs. YAGO



Low- and no-sugar offerings have been the growth leader within chocolate for years¹.

Besides, there's also wider availability across non-chocolate formats, including gummies, hard sugar and chewy candy, lollipops, and licorice¹.

References

¹Garwood, G. (2022). Sugar Reduction Trend Sweetening Candy Sales. The Food Institute.

²Information Resources Inc. (IRI). (2022). Sugar Reduction Trends in Candy and Confectionery Products.

Key Trend 5: Reducing sugar without compromising on taste

Cadbury Dairy Milk with 30% Less Sugar

- It's just as irresistible and contains no artificial sweeteners.
- More fibre has been added to the bar to replace the reduced sugar content.
- Product of Ireland

Ingredients: Milk, Sugar, Soluble Maize Fibre, Cocoa Butter, Cocoa Mass, Vegetable Fats (Palm, Shea), Milk Fat, Skimmed Milk Powder, Emulsifier (E442), ***Flavourings**.



Key Trend 5: Reducing sugar without compromising on taste



Isomalt is a sugar substitute derived naturally from sugar beet with very low blood glucose and insulin response. It has 45–65 % of the sweetness of sucrose, but contains only 2kcal/g. It is anti-cariogenic and does not promote dental caries¹.

Sugarless Confectionery Sugar Free Hard-Boiled Candy Butterscotch

- 99.5 % Sugar Free Butterscotch Hard-Boiled Candy
- Gluten Free
- Low carb
- Made in France

Ingredients: Sweeteners: Maltitol Syrup, ***Isomalt**, Acesulfame K (0.027%), Fresh Cream (11.9%), Flavours, Skimmed Milk in Powder (0.16%), Salt, Colour (150A), Emulsifier: Lecithins (Sunflower).



References

¹Calorie Control Council. (n.d.). Isomalt.

Key Trend 5: Reducing sugar without compromising on taste



Medium-Chain Triglycerides (MCTs) are considered bioactive ingredients used in the formulation of functional foods. Addition of MCT to diet can cause higher energy expenditure, increase thermogenesis, decrease food intake as well as increase satiety and in turn lower body weight¹.



Kiss My Keto Candy Gummy Bears Keto Gummies

- Low Sugar, Low Calorie, Low Carb Candy - Finding the keto lifestyle hard to bear? Treat your taste buds' guilt-free to a juicy-fruity low carb snack with just 2g sugar, 40 calories, 2g net-carbs per bag.
- 100% Keto Friendly Food - Designed for low carb & keto diets, keto gummy bears are a sweet keto snack with added ooomph! Added MCT's for fast keto energy with macros that help maintain ketosis.
- Naturally Flavored, Unbeatably Chewy - Peach, Strawberry and Apple flavored with a texture like regular gummy bears. A revolutionary alternative to traditional high-carb, sugar-packed gummy candy.
- Guilt-Free Sweet Tooth Satisfaction - Craving keto sweets on your new low-carb diet? Look no further. Keto gummy bears are 'almost' sugar free gummies made with clean, low carb diet friendly ingredients.
- Clean Ingredients, Crystal Clear Macros - Each 23g bag constitutes 1 serving, so no more calculating macros. Satisfy your sweet tooth with healthy candy - 1 Bag = 2g sugar, 40 calories, 2g net-carbs.
- Product of USA

Ingredients: ***Chicory Root Fibre**, Soluble Tapoca Fiber, Gelatin, Erythritol, ***Citric Acid**, Pectin, Natural Fruit ***Flavours** (Peach, Strawberry, Apple), Malic Acid, Sodium Citrate, Coconut Oil, ***Medium Chain Triglycerides** (Palm, Palm Kernel Oil), Spinach Powder (Colour), Carnauba Wax, Purple Carrot Juice Concentrate (Colour), Beta-Carotene (Colour), ***Stevia Leaf Extract**.

References

¹Zawistowski, J., & Kopeć, A. (2022). Effect of functional food ingredients on nutrient absorption and digestion. *Nutrition and Functional Foods in Boosting Digestion, Metabolism and Immune Health*, 173–189. <https://doi.org/10.1016/b978-0-12-821232-5.00003-3>

Key Trend 5: Reducing sugar without compromising on taste

HI-CHEW Reduced Sugar, 30% Less Sugar

- A New Better for You candy
- The double layer of fruit flavor is made with dietary fibre (inulin) and other unique formulations to reduce sugar content while maintaining the same great fruity taste and chewy texture.
- 0g of sugar alcohol per serving
- Made with concentrated fruit juice & puree
- No colours from synthetic sources
- Gluten-free
- Made in Taiwan

Ingredients: Sugar, Maltosyltrehalose Syrup, Vegetable Oil (Hydrogenated Palm Kernel Oil, Palm Kernel Oil), ***Inulin**, Glucose Syrup, Less than 2% of Acacia Gum, Gelatin, Sucrose Fatty Acid Esters, ***Citric Acid**, Malic Acid, Natural and Artificial ***Flavours**, Sorbitan Monostearate, Mango Puree, Strawberry Juice Concentrate, Fruit Juice Concentrate (Colour), Vegetable Juice Concentrate (Colour), Beta-Carotene (Colour), Soy Lecithin.



Key Trend 5: Reducing sugar without compromising on taste



Sugar Free Almond Nougat

- The classic almond nougat with no added sugar, but with the same taste and smell as always.
- Thanks to its recipe without added sugar, you won't have to give up the flavor or enjoy your favorite sweets.
- Offered in individual portions so that you can use this Nougat on any occasion.
- Flavour and innovation in one bite!
- Product of Spain

Ingredients: Sweetener, Maltitol Syrup, 30% *Almonds, Wafer (Potato Starch and Sunflower Oil), Egg White and Aroma: Vanilla.

Key Trend 5: Reducing sugar without compromising on taste

Mentos Pure Fresh French Bottle Berry Lime Mint

- Mentos pure Fresh Sugar Free gum purifies your breath and delivers an intense sensation of freshness in your mouth.
- Enjoy Pure Fresh Pure Breath with a blast sensation of liquid center filled sugar free gum.
- Available in French Bottle with five flavors: Fresh Mint, Wintergreen, Lime Mint, Berry Lime Mint and Strong Mint.
- Product of Netherlands

Ingredients: Sweeteners (Xylitol, Sorbitol, Mannitol, Maltitol Syrup, Aspartame, Sucralose, Acesulfame K), Gum Base, Stabiliser (Glycerol), ***Maltodextrin**, ***Flavourings**, Starch, Acid (Malic Acid), Emulsifier (Soya Lecithin, Sucrose Esters of Fatty Acids), ***Green Tea Extract** (0,1%), Thickener (Xanthan Gum, Cellulose Gum), Coconut Fat, Antioxidant (E321), Glazing Agent (Carnauba Wax), Colour (Carmine).





To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com

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