Even amid changing attitudes towards sugar, the confectionery industry is thriving – especially non-chocolate varieties, which are breaking out of traditional molds.

**Opportunity, unwrapped**

Over the next few years, non-chocolate treats are poised to perform.

**Sweet serendipity**

**Non-chocolate confectionery is on-trend**

**Top-performing treats**

- **Chewy candy** (including gummies) 52%
- **Hard candy** 9%
- **Licorice & novelty** 24%
- **Seasonal candy** 15%

**Spaces in the candy jar**

- **LABEL-FRIENDLY**
  Reduced sugar, familiar, organic, non-GMO ingredients
- **FUNCTIONAL**
  Vitamins, fiber, energy, relaxation/stress relief
- **SENSORY EXCITEMENT**
  Intense flavors, unique textures, flavor/texture mashups

**Forecasted global sales by 2022:** **$100 billion**

**To learn more, contact us at 1-800-932-0544, customerservice@cargill.com or visit www.cargill.com/labelfriendly**

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3. Ibid, Food Ingredients First.  
6. There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.