

Sweet serendipity

Non-chocolate confectionery is on-trend



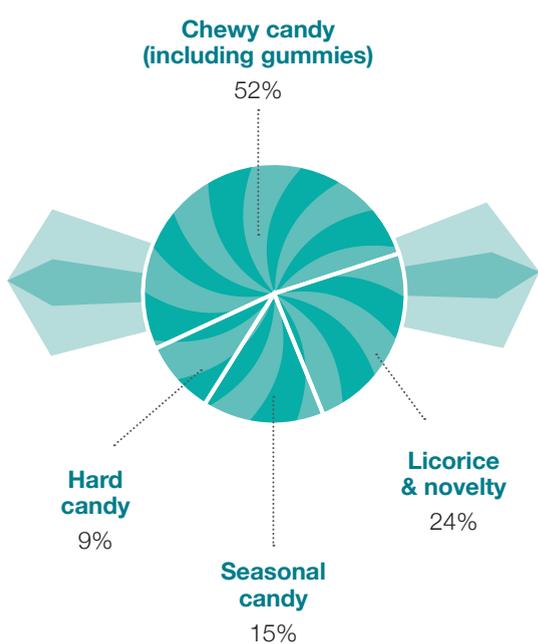
Even amid changing attitudes towards sugar, the confectionery industry is thriving – especially non-chocolate varieties, which are breaking out of traditional molds.

Opportunity, unwrapped

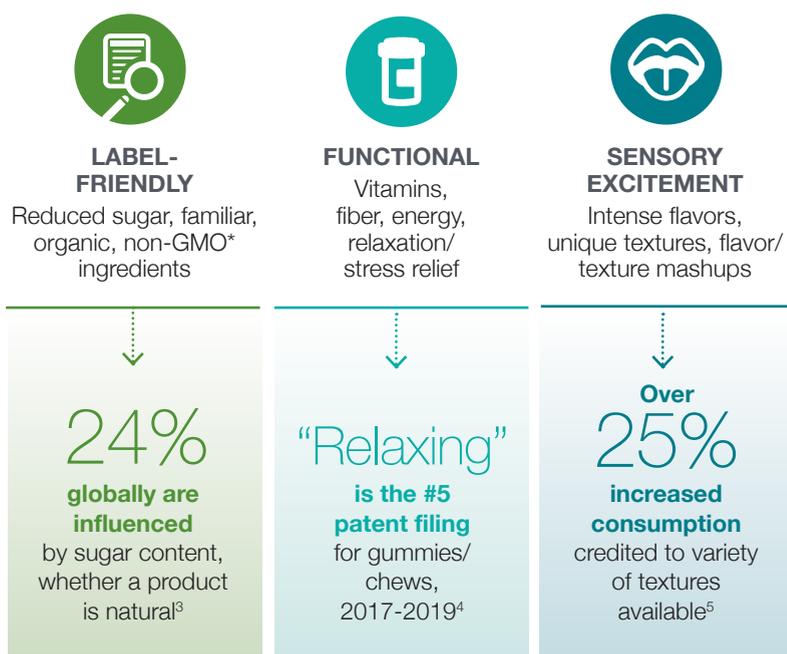
Over the next few years, non-chocolate treats are poised to perform.



Top-performing treats²



Spaces in the candy jar



Label-friendly innovation

- ✓ **Stevia Sweeteners** – Offer significant sugar reduction & clean, sweet taste
- ✓ **Erythritol** – Zero-calorie, tooth-friendly sweetener
- ✓ **Pectin** – Creates desirable texture & clean flavor release
- ✓ **Native Starches** – Ideal as dusting agents or molding starches



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

Sources:

¹ Food Ingredients First. "Sweet Choices: Sugar Reduction and Clean Labeling Significant but not Predominant, Says Innova Market Insights." <https://www.foodingredientsfirst.com/news/sweet-choices-sugar-reduction-and-clean-labeling-significant-but-not-predominant-says-innova-market-insights.html>

² FONA International. 2018 Trend Insight Report: "Candyland: Trends in Non-Chocolate Confectionery." September, 2018.

³ Ibid, Food Ingredients First.

⁴ Signals Analytics. "Feeling Stressed? Eat Candy." <https://signals-analytics.com/blog/2019/feeling-stressed-have-a-candy#>

⁵ Mintel data cited in FONA International 2018 Trend Insight Report: "Candyland: Trends in Non-Chocolate Confectionery." September, 2018.

* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.