

TRENDING

Comforting confections

Introduction

Although there has been a recent increase in healthier eating, consumers continue to seek comfort in confectionery products. When it comes to compound-coated treats, gummies, chews and caramel products, choosing the right oil and fat ingredients is critical to achieving the taste, texture and mouthfeel consumers prefer. Meeting their expectations for nutrition without sacrificing performance is key to winning in the marketplace.

State of the industry

The pandemic has raised interest in healthier eating, but consumers are also seeking comfort in indulgence.



Confectionery sales reached **\$36.7 billion in the US in 2020¹**

Confectionery sales are projected to reach **\$39.5 billion in the US by 2025¹**

Most popular ways to enjoy chocolates and candy according to consumers²

78% On their own

41% In baked goods

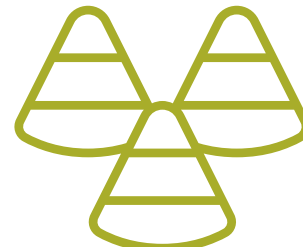
33% On ice cream

Health claims and perceptions

An overview



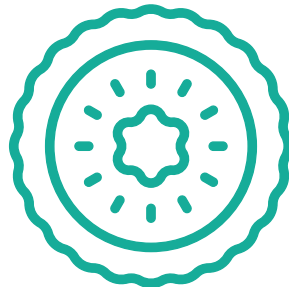
Among Millennial consumers, organic claims are most impactful in purchase decisions³



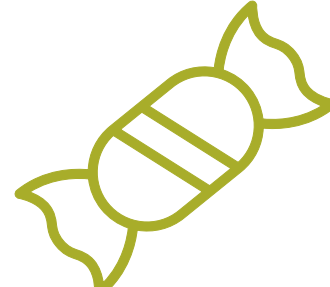
93% of people believe that candy can be part of a happy, balanced lifestyle²



90% of best-selling confectionery products will have calorie information on the front of the pack by 2022²



41% of shoppers pay close attention to the type of oil or amount of fat in the cookies they purchase—the smallest percentage of the population since 2015³



In packaged goods, the amount of fat is more important to consumers than the type of oil³

Top ingredient-related attributes and claims sought by consumers when buying confectionery products²

46% All-natural

36% No artificial colors, flavors or sweeteners

28% Non-GMO

28% No high-fructose corn syrup

Sustainability & transparency

41% of all consumers say that transparency in ingredient sourcing and production influences their chocolate and candy purchases²

This population increases to 48% with younger Millennials²

85% of consumers want to learn more about where their foods comes from⁴

38% of consumers are very or extremely likely to check for a sustainability claim³

This resonates most with Gen Z and Millennials³

20% of consumers look for certifications and claims when purchasing chocolate and candy²

¹ Euromonitor and NCA projections ² NCA State of Treating, 2021 ³ FATitudes 2020, A Cargill Proprietary Study ⁴ Innova Consumer Survey, 2020