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 2020**

**Confectionery sales are projected to reach $39.5 billion in the US by 2025**

### Most popular ways to enjoy chocolates and candy according to consumers

- 78% On their own
- 41% In baked goods
- 33% On ice cream

### Health claims and perceptions

An overview

- 90% of best-selling confectionery products will have calorie information on the front of the pack by 2022
- 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 2015

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

- 46% All-natural
- 36% No artificial colors, flavors or sweeteners
- 28% Non-GMO
- 28% No high-fructose corn syrup

### Sustainability & transparency

- 41% of consumers are very or extremely likely to check for a sustainability claim—this resonates most with Gen Z and Millennials
- 38% of consumers are very or extremely likely to choose confectionery products from companies that are environmentally friendly or sustainable

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