



Confections

There is a sweet spot for sugar reduction in candy

Indulgent categories struggle with appealing to consumers due to assumed taste differences, but better-for-you options can also offer opportunity as consumers continue to prioritize health. Concerns over sugar can limit consumption for chocolate and sugar confections.

Half of US consumers indicate they purchase chocolate and confectionery once a week to once every couple of weeks¹



Only 18% of US consumers say they are eating more confectionery products because of better low sugar options²

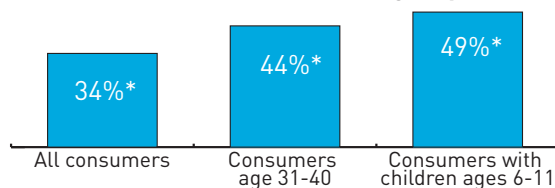
But...

61% of US consumers say they are eating less confections because of sugar content concerns²

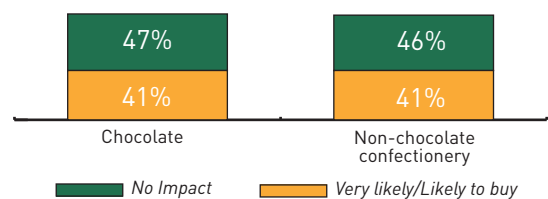
What can set candy makers up for success with better-for-you confections

In addition to concerns over sugar, fighting for share of stomach presents another challenge for the confection category. Consumers tend to prefer snack products that have a healthier image, such as fruit snacks or nutrition-based snack bars, over sugar confections.³ Also, younger consumers and parents seem most interested in reduced sugar confection products. Leveraging a comprehensive ingredient toolbox can help improve the taste and boost appeal to keep consumers coming back for more guilt-free indulgence and snacking.

US: Reduced sugar confectionery purchase intent, select consumer groups⁴

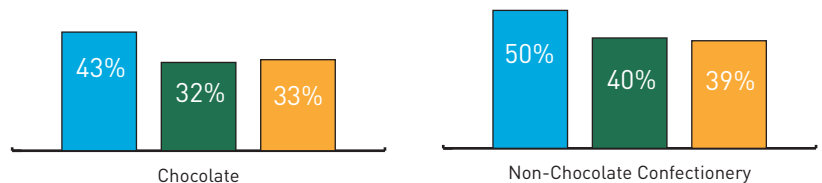


Fiber impact on purchase decision (Very likely/likely to buy/no impact, %)¹



Low/No Calorie Sweeteners Ingredient Impact on Purchase Decision (Very likely/Likely to Buy, %)¹

- Non-artificial, low-calorie sweetener
- Artificial, low-calorie sweetener
- Sugar alcohols



Sources: 1) Tate & Lyle Proprietary Research, 2020 Global Consumer Ingredient Perception Research – US. 2) Mintel, “What consumers prefer regarding sugar reduction,” 2018. 3) Euromonitor, Global Sugar Confectionery – at a crossroads of health and indulgence, March 30, 2020. 4) Mintel Purchase Intelligence, January 2020.

Base: Purchase it once a month or more often (variable base sizes: n=267/164) ABC/abc = Significantly different at 95%/90%

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