

Sugar Confectionery - US - May 2004 (\$2995.00)

The \$11.3 billion U.S. sugar confectionery market continues to show modest gains. American consumers ate 2.9 billion pounds of non-chocolate confectionery in 2002. Candy appeals to a broad consumer base, although children primarily drive consumption of sugar confectionery. The sugar confectionery market as defined by this report is composed of eleven segments, led by chewy candy, sugarless gum and seasonal candies.

Increased sales in the market are driven by children, new product innovation, and by changing diet and health concerns. The most prominent growth is found in the diet candy segment, which grew 98% from 2001 to 2003 in FDM outlets, excluding Wal-Mart. In addition, the range of health claims is expanding to include sugar free, organic and low carbohydrate, to name a few. Because of such innovation and appeal to an increasingly diet-conscious adult audience, sales of diet candy are broadening the reach of the market.

This report explores the hypothesis that sugar confectionery products that capitalize on positive health attributes will provide the most growth. In addition, success for the market will heavily rely on retailers' properly promoting non-chocolate confectionery in high-impulse locations, taking advantage of cross-merchandising opportunities and reinstating a focus to candy during holiday seasons. As changes in the market will directly correspond to evolving consumer attitudes, a clear understanding of both the market and of consumer behavior will be critical to succeeding in this competitive market. To this end, Mintel commissioned original consumer research in sugar confectionery, examining attitudes and behavior by age, gender, ethnicity and income. A six-year trend market forecast predicts growth in your category, allowing you to plan an effective marketing strategy.

This report covers all confectionery items based mainly on sugar or artificial sweeteners, such as toffees, jellies, licorice, chewing gum and mints (unless chocolate coated). Diet candies that have "chocolatey" coating are included in the scope of this segment, since chocolate itself is not a key ingredient in their production.

Excluded from this report is chocolate confectionery, including any type of confectionery which has chocolate as its main ingredient.

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