



The future looks sweet  
for confectionery

The world's sweet tooth is firmly in place. Consumers worldwide may be clamoring for healthier and reduced-sugar foods and beverages, but they still like to indulge their sweet teeth on occasion.

While chocolate is king for many, gummies, fruit chews, mints and other candies are in demand – especially those with pleasing new textures and flavors.

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**Global confectionery sales are projected to reach**

**\$232 billion**

**in the U.S. by 2022, up from \$184 billion in 2015.<sup>1</sup>**

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**Indulgent, yet label-friendly, non-chocolate confections may be the next sweet spot**

Innova Market Insights reports that, across the ten highest-consuming countries for sugar confectionery and gum, consumption is increasing, with forecasted growth rates up to 3% forecasted. Global sales are expected to reach around \$100 billion U.S. by 2022.<sup>2</sup>

**Gummies and jellies take center stage**

Gummies and jellies are getting an increasing amount of attention. This segment helped non-chocolate confections grow at a faster rate than chocolate candies during the first half of 2017.<sup>3</sup>

Advancements in ingredients and processing have made it easier for formulators to deliver gummies and jellies with consumer-pleasing texture, shape and flavor. One example is the use of pectin, an ingredient that has advanced considerably in recent years. Some consumers prefer candies and fruit snacks made with label-friendly, fruit-based pectin instead of animal-sourced gelatin. In addition to being label-friendly, pectin-based gummies deliver a consumer-pleasing, clean flavor release and desirable texture.

Today's advanced pectins no longer need a large amount of sugar to set properly. This can help formulators deliver a great texture and still meet sugar reduction goals. Another benefit for formulators: Pectin has a higher melting point than gelatin. This reduces the risk of the gummies melting and sticking together during transport or storage.

Despite pectin's benefits, Cargill hydrocolloid expert Jaime Underwood says it can be a challenge to work with if you're not familiar with its properties. Manufacturers may need help determining setting and processing parameters for the desired end product. That's something her team is happy to do. "We use our experience to develop a solution for each specific application," she explained.

**Gums and mints continue to shine**

Research shows that consumer interest in mints remains high, thanks to their oral benefit, low sugar content and relatively simple ingredient list.

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**↑ 4.2%**

**The global mints market is expected to grow 4.2% (CAGR) to \$7.76 billion U.S. by 2023.<sup>4</sup>**

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Analysts report that increased demand for organic gums, functional gums and gums made with familiar ingredients are driving the global gum market.<sup>5</sup> They expect growth of more than 1% in this segment.

Mints and gums made with Cargill's Zerose® erythritol may have an advantage in the marketplace. "We definitely see an opportunity here," explained Pam Stauffer, Cargill global marketing programs manager. "Erythritol has no calories and won't promote tooth decay."

Research shows that erythritol is more effective than sorbitol and xylitol for managing oral/tooth health. In a three-year study, erythritol reduced dental plaque weight by 24%. Xylitol and sorbitol caused little to no change. Erythritol also lowered the levels of the *Streptococcus mutans* bacteria – a significant contributor to tooth decay – better than xylitol and sorbitol.

Erythritol delivers a clean, sweet taste – similar to sucrose – but without the calories. It also has the best digestive tolerance of any polyol, zero aftertaste and zero artificial ingredients. It is also available as Non-GMO Project Verified.

## Label-friendly native starches ideal for non-chocolate confections

Cargill's food scientists are using native starches sourced from corn, tapioca, potato and cassava to replace modified food starches. These cost-effective processing aids work well as dusting agents or molding starches in confectionery applications.

Native starches may also serve as alternatives to animal-based gelatin. "We have not yet seen a native starch that can replace gelatin used in confectionery applications alone," says Cargill's hydrocolloid expert Jaime Underwood. "However, we have had some success using small amounts of tapioca starch, in combination with ingredients such as pectin and agar, to develop a gel in sugar confections."

## Our broad portfolio and technical expertise takes the challenge out of next-generation confectionery

Cargill has the label-friendly ingredients you need to deliver pleasing non-chocolate confectionery products. Our broad portfolio of non-GMO\* and label-friendly sweeteners, starches and texturizers can help you develop a product with the texture, flavor and sugar level your customers crave.



Whether you are launching a new, unique product or enhancing an existing one, you can rely on Cargill's technical specialists to deliver sweet solutions. Their years of experience and industry insight can help you tackle formulation and processing challenges and move quickly from idea to market.

### SOURCES:

<sup>1</sup> Allied Market Research. "Confectionery Market by Type (Sugar, Chocolate, Fine Bakery Wares, and Others) – Global Opportunity Analysis and Industry Forecast, 2014-2022." <https://www.alliedmarketresearch.com/confectionery-market>

<sup>2</sup> Innova Market Insights. "Sweet Choices: Sugar Reduction and Clean Labeling Significant but not Predominant." <https://www.foodingredientsfirst.com/news/sweet-choices-sugar-reduction-and-clean-labeling-significant-but-not-predominant-says-innova-market-insights.html>

<sup>3</sup> IRI-Worldwide. "Which Brand is Helping U.S. Sugar Confectionery Outpace Chocolate?" November 29, 2017. <https://www.confectionerynews.com/Article/2017/11/29/Which-brand-is-helping-US-sugar-confectionery-outpace-chocolate>

<sup>4</sup> Mordor Intelligence. Mints Market- segmented by product type, distribution channel and geography- growth, trends and forecasts (2018 – 2023). <https://www.mordorintelligence.com/industry-reports/mints-market>

<sup>5</sup> Technavio. "Global Gum Market (2017-2021)." [https://www.technavio.com/report/global-gum-market?utm\\_source=t2&utm\\_medium=bw&utm\\_campaign=businesswire](https://www.technavio.com/report/global-gum-market?utm_source=t2&utm_medium=bw&utm_campaign=businesswire)

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

**Claims:** The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.