

Confectionery



£10m+
media investment
in 2024

break

£281m
RSV brand
(+11.4% YOY)*

INTO BETTER SALES



THE UK'S #2 CONFECTIONERY & BISCUITS BRAND*

Have a **break**, have a KitKat®

Source: IRI All Outlets & KWP Discounters 52we 30.12.23
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Nestlé UK

Shared growth opportunity

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Yorkie®

 In a vibrant confectionery market, new flavours or formats are a key part of creating excitement and relevance for products across people's day.

Sharing occasions

Chocolate continues to be a popular choice for sharing with friends and family at home – whether on a traditional big night in or during more relaxed occasions like sports matches. So sharing bars and bags are more popular than ever, says Fran McCargo, category management lead at Nestlé Confectionery.

“In 2023, sales of sharing size chocolate bars increased in value by more than a quarter (27.5%¹), and we expect that trajectory to continue,” notes McCargo. “To help retailers take advantage, we’ve launched a new Aero Peppermint 145g sharing bar, giving shoppers even more opportunity to enjoy the brand’s much-loved taste and unique bubbly texture.”

Chocolate sharing bags have also seen value rise 15.1% to £801m² over the past year, she adds. “So we’ve launched a trio of new SKUs in 2024, inspired by some of the UK’s favourite ice cream flavours. Aero Neapolitan Melts combine Aero’s bubbly texture with chocolate, vanilla and strawberry flavours. Milkybar Raspberry Ripple pieces marry up the signature Milkybar flavour with raspberry swirls. And Munchies’ crunch has been paired with a smooth cookie dough flavour in Munchies Cookie Dough Bites.

“The range will appeal to chocolate-lovers and ice cream fans alike.”

Time for a break

In a busy world, breaks have become more important to support a mental lift or to recharge. KitKat has become synonymous with break times, with its ‘Have a Break, Have a KitKat’ tagline,



“In 2023, sales of sharing size chocolate bars increased in value by more than a quarter and we expect that trajectory to continue”



encouraging consumers to take time out in their day.

KitKat, still one of the UK’s biggest confectionery brands, worth £280m³, also includes KitKat Vegan, which has consistently been one of the top two vegan impulse SKUs⁴. In 2024, KitKat Chunky White with Lotus Biscoff returns, combining the KitKat wafer with original Lotus Biscoff caramelised biscuit crumb, wrapped in a smooth white layer. And new to the KitKat 4 Finger range is KitKat 4 Finger White.

Sustainable treats

With the environment a key concern for more than a quarter (26%) of shoppers⁵, suppliers and retailers should help them make more sustainable choices, says McCargo. “Our two-finger KitKats now use 80% recycled plastic packaging, with the rest of the range following suit later this year.

“And in January 2024, we launched KitKat 70% Dark, the first bar produced with traceable cocoa mass from cocoa-farming families enrolled in the Nestlé Income Accelerator Programme. This incentivises and enables them to engage in practices that benefit the environment and local community.

“We have also been working hard to develop traceability in our cocoa supply chain from origin to factory, and this is piloted in the new KitKat 70% Dark.”

Source

^{1,2} Circana, IRI All Outlets + KWP Discounters, Chocolate, Value % Chg. YoY, 52 w/e 30.12.23

³ Circana, IRI All Outlets + KWP Discounters, Chocolate, sweets and CBBs Value, 52 w/e 30.12.23

⁴ Circana, IRI All Outlets, Value Sales, Chocolate, Vegan (client defined, where Vegan = vegan, plant based, dairy free, NOMO, milk free), 52 w/e 02.12.23

⁵ YouGov ‘The most important issues facing the country’, 19.06.23

NEW

Scoop Up

THE SALES

WITH ICE CREAM CLASSICS



Nestlé sharing bags growing at **+20.0%** Yoy
in value vs total Sharing Bags (+14%)*

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*Circana, Symbols & Independents, Value Sales, Chocolate Sweets & CBBs, Sharing Bags, CYTD 2nd December 23).

STOCK UP NOW

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Gifts and treats spur confectionery

With UK shoppers viewing snacks as affordable treats, confectionery is driving growth and suppliers are innovating widely to keep them keen

With ongoing resilience to the economic downturn, confectionery continues to provide moments of light relief and indulgence for consumers. The category's versatility and affordability prove to be its strengths in a market where self-treating, reward and gifting are high on shoppers' agenda.

And while consumers are always interested in exploring new and exciting flavours, at times of stress and inflationary pressure, they also seek comfort in the familiar and the nostalgic – characteristics which confectionery can also supply in abundance.

So, how has the category performed in 2023 and what new news are suppliers bringing to the market?

While the confectionery category has proved resilient in the face of

ongoing economic headwinds and has continued to grow in value over the last year¹, it's hard to isolate just how much impact HFSS regulations have had on sales, given the continued economic uncertainty and inflationary pressures, says Fran McCargo, category management lead at Nestlé Confectionery. "However, despite still being subject to inflation, confectionery remains an affordable treat," she says. "We are seeing growth from food-to-go missions as shoppers return to pre-pandemic behaviours. Sales of individual confectionery packs grew by 13.9% in 2023².

"We've also seen growth from sharing confectionery products, which remains the most valuable format in the category, worth over £3.1bn³," she adds. "More people are spending time together and

large sharing bars and bags can elevate these social occasions for consumers."

2023 saw another strong year of growth across the confectionery category, says Mondelez trade communications manager Susan Nash. "Snacks continue to be important to consumers and shoppers as we face trying times, as they view their favourite snacks as affordable and necessary indulgences⁴. Shoppers are increasingly looking to enjoy evenings at home as a more cost-effective way to spend time together⁵, so we continue to play into this occasion with sharing formats, multipacks and tablets.

"Through challenging times, consumers often review their discretionary spending. However, they are less likely to reduce their spending on confectionery gifting," she adds.

Analysis

Treats and snacking in the UK market are now worth £13.3bn and confectionery, within that, is worth £5.5bn and is driving growth⁶, says Florence Kayll, senior brand manager, Easter at Mars Wrigley. In fact, 75% of treats and snacking growth has come from confectionery sales alone⁷, she says, and incremental sales remain strong, with two-thirds of products being bought on impulse⁸.

Despite the economic challenges over the past year, the sugar confectionery category has achieved a value growth of 6.8%, driven by increasing prices. However, unit sales have declined -3.1% vs YA⁹, says Bazooka Candy Brands' international marketing manager Robert Dry. "Further to the inflationary impact on RSPs, within kids sugar singles, we are also seeing shoppers trading up to more premium SKUs, which is contributing to value growth," he adds.

According to Mark Roberts, marketing and trade marketing director at Perfetti van Melle, average price per product has been subject to an increase and there has been less promotional activity. "HFSS restrictions on visibility and location are applied, which inevitably affects conversion rates. This does present a challenge for the impulse category, given that 50% of purchases are decided in-store¹⁰," he says. "However, sugar confectionery is a high penetration category and retailers have created new zones in-store, hotspots and branded bays all with the aim of stimulating impulse sales. Innovation is a key driver of this, meaning that a diverse range of sweets – from flavours to textures to formats – is increasingly important.

Turkish family-owned company Eti, which is in the early stages of its market advance in the UK, says: "One of the main concerns for consumers over the past year has been personal finances. So entering the UK market during this time presents difficulties, considering the double challenge of inflationary pressures and regulatory changes coming into play.

"However, our commitment to adaptability and innovation has consistently pushed us to the forefront of our industry, enabling us to identify and seize opportunities, whether it be in an inflationary environment or evolving consumer or industry trends."

Chocolate confectionery

Like many grocery categories, chocolate confectionery has been subject to price inflation this year, which has impacted volumes (-3.6%)¹¹, says Mallow & Marsh. However a decline in unit volumes – due to the impact of HFSS rules on promotional displays, as well as other factors such as increased costs – was to be expected, it adds. The indulgent/treating need state of chocolate is a key purchase driver for shoppers, so the impulse channel has performed better than grocery in 2023, with Mallow & Marsh sales up 15.9% by value and 8.6% by units respectively¹².

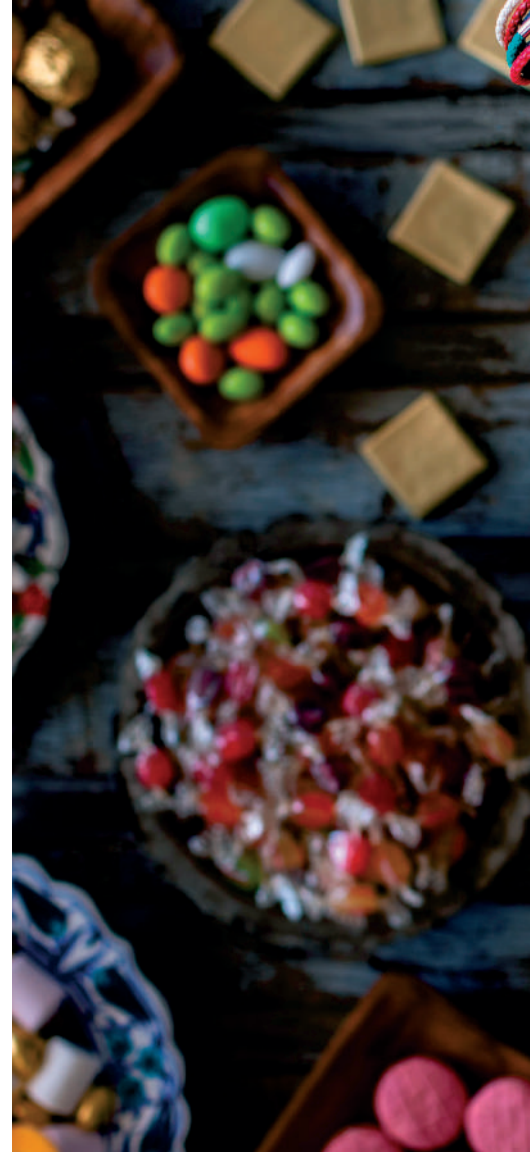
Against the backdrop of the cost-of-living crisis, with consumers under increased pressure to prioritise their purchases, boxed chocolate gifting has faced challenges, says Lily O'Brien's marketing director Karen Crawford. "The in-laid market specifically has seen volumes decline by -1.9%¹³ and inflationary pressure driving value growth of 4.9%¹⁴. Yet Lily O'Brien's has surpassed all expectations in 2023, bucking this trend with value up 28% and volume up 12% at Christmas¹⁵. In uncertain times, brands that help spread joy and comfort are holding their space."

Ruth Harding, managing director at Divine Chocolate, points to the "wealth of challenges" experienced by the confectionery sector over the past few years, including Brexit, Covid-19, HFSS and now the cost-of-living crisis. She notes that the company has remained resilient in the face of these, and that HFSS restrictions on promotional space in-store have led it to pivot to finding other ways of gaining shopper attention, be it through stronger on-shelf communications or a greater focus on driving awareness with digital and print media spend.

Shopper trends

"Lots of consumers are shopping savvy," says Chris Smith, partner brand manager at World of Sweets. "As a response to the cost-of-living crisis they are still wanting to self-treat with confectionery and snacking items as these are low cost. Consumers are consuming less but buying better."

He points to nostalgia in flavours and formats as a key confectionery trend. "Customers love innovative brands and products, but also like to play it



safe with classics. This has created a new love for nostalgic flavours like the Kingsway pick and mix range which is packed with retro flavours and treats – including Kingsway Pear Drops, Midget Gums, Wine Gums and Flying Saucers.

Smith also highlights that price-marked packs "have never been more important" because they are "viewed as great value options by customers".

Affordable self-treating nostalgic products at £1, such as characterised mallow pops and stackers and popping candy chocolate nets, remain a firm favourite among shoppers, especially during key occasions like Halloween, Christmas and Easter, says Lee Fretwell, head of UK sales & marketing at BIP Candy & Toy. "However, we are seeing those products combined with plush toys or seasonal themed tins, as we all want to treat our children or



£5.5bn

Value of confectionery within the UK treats and snacking market⁸

Nielsen

-3.6%

Performance of chocolate confectionery volumes¹¹

Nielsen IQ

59%

of shoppers cited the economy as their No.1 concern¹⁸

YouGov survey

94%

of shoppers bought confectionery as a gift²⁶

Kantar, 2023

grandchildren with that special gift," he notes.

"Last year 59% of shoppers said the economy is their No.1 concern when it comes to their shopping habits¹⁶ and we expect that to continue into 2024," says Nestlé's McCargo. "So, value is more critical than ever in the current climate, making it important to remember that confectionery remains an affordable treat and can provide a little lift throughout people's day-to-day lives."

Due to the removal of multibuys and an element of pack shrinkflation, volume per trip of total sugar confectionery has decreased by -4.3%, with frequency remaining flat¹⁷, says Bazooka's Dry. "62% of shoppers still see sweets as an 'affordable treat' and a low-cost way of boosting moods, treating or rewarding oneself or others¹⁸," he says. "As a result,

shoppers will purchase even in times of economic hardship."

"Though shoppers continue to feel the pinch of pennies, treats remain a 'must' that consumers do not wish to compromise on, says Mondelez's Nash. "Moments of indulgence continue to be important, particularly for younger adult consumers¹⁹, as a way of destressing, while many consumers associate snacks with connecting with others²⁰. Our research supports this, finding that the 'special treat' category in particular has seen strong growth of 15% from 2022 to 2023²¹."

As well as this, consumers enjoy products that remind them of their past, making nostalgia, or the sentimental element of a heritage brand, a strong selling point, she adds. This year Cadbury is celebrating its 200th anniversary and the brand

will be engaging in a multitude of activities, promotions and celebrations to mark the occasion, including heritage, limited-edition bars, featuring packaging from across the ages.

While in Asia and Latin America, premium snack purchases are on the rise, in Western Europe and North America, there is an inclination to choosing everyday snacks²², says Eti. However, a common thread unites many regions: consumers' desire to treat themselves through snacking more than any other reason²³.

Divine Chocolate's Harding highlights the lipstick effect – when consumers still spend money on small indulgences during recessions, economic downturns or when they personally have little cash – and says this means quality chocolate is still seen for many as an affordable treat.

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She also points to the trend towards nostalgic and traditional flavour profiles across other categories and says this has led the company to identify a gap in the block chocolate market for a range of bars that bring these flavours to life in an indulgent and premium way. Launching in February this year, its three Dessert Bars are inspired by the flavours of popular puddings, including tiramisu, cherry & almond bakewell and lemon cheesecake.

Perfetti van Melle's Roberts says that, in terms of formats, bags still dominate, particularly in the family treating category and the company has catered to this through recent launches in its HFSS-compliant Fruit-tella Curiosities and Fruit-tella Fruit First, both offering higher juice content and 30% less sugar, he says. The company also evolved Fruit-tella's formula to be entirely vegan across the range, as well as dairy-, nut- and gluten-free.

The gifting opportunity

Gifting remains an important mission, particularly within confectionery, notes McCargo. "94% of shoppers bought confectionery products as a gift last year²⁴. In a recent survey, confectionery was named in the top three most popular gift options by shoppers and the No.1 gift of choice for immediate family and friends²⁵."

With more than 172m gifting occasions²⁶ through the year and the chocolate category forming up to 15-20% of gifting options²⁷, there is a great opportunity for stores to capitalise on shopper excitement, notes Mondelez's Nash.

Gifting, particularly all-year-round gifting is proving to be popular, agrees Alan Staniford, UK sales manager at family firm Walker's Nonsuch. "People like to give and celebrate. The market needs to cater for these demands and it's something we are aware of – hence producing our hamper packs at all times of the year."

Gifting remains a key consumer trend for the confectionery sector, says Mars Wrigley's Kayll. Year on year, entertainment occasions continue to be a large profit driver for grocery retailers, particularly during seasonal celebrations. Looking ahead, with Easter on the horizon, there is another opportunity for retailers to capitalise on the gifting trend with a substantial 74%



of Easter gifting confectionery typically sold in the final three-week period leading up to Easter²⁸.

Where, traditionally chocolate has dominated the gifting segment, Bazooka's Dry reckons there is a big opportunity for sugar confectionery, with 72% of consumers stating they would like to receive sweets as a gift²⁹.

From fruity to nostalgic

A recent survey in The Grocer³⁰ revealed that 29% of consumers would like to see more exciting flavours in the confectionery category.

However, Nestlé's McCargo notes that in times of upheaval and uncertainty, like the current cost-of-living crisis, people often revert to familiar flavours and brands that they have enjoyed before, with salted caramel, orange, hazelnut and mint well-liked and expected to remain popular this year. That said, there will still be those who want something more adventurous.

The company is catering to this latter need with the introduction of chocolate sharing bags combining three of its chocolate brands with popular ice cream flavours: Aero Neapolitan Melts, inspired by chocolate, vanilla and strawberry, ice cream; Milkybar Raspberry Ripple and Munchies Cookie Dough Bites,

Bazooka's Dry reports a "huge spike" in the popularity of blue raspberry as a flavour within sugar confectionery, both within the UK and across Europe. "TikTok and other social media platforms play a part in the 'rise of raspberry' where sweet review videos have been going viral," he says. "Blue confectionery also plays into the rebellious experimentation of tweens with their first freedom of purchasing confectionery without their parents and opting for blue and also, increasingly sour sweets that their parents may not approve of."

Sour flavours are on the rise, with

Healthier options continue to flourish

“The sugar debate is one which is and will continue to be on the government’s agenda, so it is expected that we will continue to see reduced-sugar options enter the market, aligned to HFSS legislation,” says Bazooka’s Dry. “However, the overall impact of HFSS on sugar confectionery is predicated to be small, with retailers overcoming the product location restrictions with a series of engaging and exciting displays within the aisle fixture.”

At Nestlé, McCargo says more innovations made with less sugar are becoming increasingly prominent since the introduction of HFSS

display regulations. The company’s Rowntree’s brand unveiled a non-HFSS range of gummy sweets made with real fruit juice and 30% less sugar and which has no artificial flavourings colourings or sweeteners, she reveals. “We achieved this by using soluble corn fibre, which allows a reduction in the amount of sugar and increases the product’s fibre content – which is associated with positive gut health – compared to traditional sugar confectionery. These have generated more than £8.9m¹ in retail sales since launching in January 2023.”

Health is absolutely a key trend, says Mondelez’s Nash. We

are already seeing consumers looking for more health and wellbeing options across the broader snacking category and we anticipate this trend continuing over the longer term. Last year the company launched its first-ever selection non-HFSS chocolate treats, with its Cadbury Dairy Milk Fruitier & Nuttier Trail Mix. “The products are lower in sugar and saturated fat, while being higher in fibre and proteinⁱⁱ to give consumers a tasty choice for health-conscious snacking moments,” she says.

In addition, it rolled out Cadbury’s first treat under 100 calories last year: Cadbury Delights.

The range of bars are just 91 calories each and “hit the sweet spot for permissible indulgence without compromise”.

For children’s confectionery, it has been challenging to find healthier solutions as both the desire for a sugary treat among kids at point of purchase and creating healthier products at a similar price point is nigh on impossible, due to lower volume demand, says BIP Candy & Toy’s Fretwell. “But with the growing demand for less sugar, our Pop Ups are going sugar-free and, in 2024, we will launch an HFSS-compliant sugar-free Pop Up under the Paw Patrol licence.”

sour candies having gained popularity among consumers. Tangy flavours like sour apple sour cherry and sour citrus can be particularly enticing, he adds.

Brand Hatchers, with its Brain Blasterz line is also embracing blue raspberry, which has been a growing Gen Z trend in recent years, particularly in the sour category, says managing director Emily Griffiths. “63% of sweet consumers want to see a wider range of flavours, with people aged 18-24 choosing tropical as their top choice at 43%, followed by apple (42%) and cherry (37%)³¹ – all flavours we are rolling out across our big NPD launches in Q1 and Q2 2024.”

Consumers are always looking for fun, seasonal flavour variations to try in confectionery, says Mars Wrigley’s Kayll. “We are still seeing demand for fruity flavours within the gum category. In 2023, we launched Extra Refreshers Strawberry lemon, based on insights that show strawberry is

the most popular flavour within fruity confectionery, accounting for four in five fruit NPD³². Fruit gum is growing faster than mint, with 23% growth YOY³³,” it reveals.

Innovation is a key purchase driver for the confectionery audience, says Perfetti van Melle’s Roberts. To deliver on this, the company launched a limited-edition Mentos Fanta candy brand – “two powerhouse brands joining forces and resulting record sales, a twice-extended production run to meet demand and a Product of the year win in 2023”, he reveals. The company will be introducing a new flavour innovation for Mentos in late February, which he says will be “a category-first that offers more candy flavours in one roll than ever”.

Floral tastes and exciting fruity flavours are attracting the younger generations, consisting of Gen Z and Millennials, who demonstrate a strong inclination towards unique flavour

combinations to ignite their taste buds, says Eti. However, the company has observed that the wafer sub-category, while remarkably diverse in other markets, is relatively under-developed in the UK and sees an untapped opportunity for its Dare brand in this area. “Classic flavours remain timeless... and the appeal of familiar tastes with innovative twists is a trend that continues to grow, as consumers find comfort in these classics,” adds the company.

Alongside its three new Dessert Bars, Divine Chocolate’s new range for 2024 features a duo of Flat Eggs, including a smooth dark chocolate with raspberry and a milk chocolate with caramel and crunch, expertly hand-finished with tasty toppings, says Harding. Also newly launched for Easter this year, is a limited-edition Hot Cross Bun bar, featuring smooth milk chocolate studded with raisins and spiced biscuit pieces.

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Flavour innovations are a key growth driver across chocolate, says Mondelez's Nash. The company tapped into this through its Cadbury Dairy Milk Winter Orange Crisp last Christmas and its limited-edition Cadbury Twirl Mint bars, as mint is one of the top five flavour additions for standard chocolate³⁴, she says.

From consumer research conducted as part of its NPD concept testing, Mallow & Marsh found more interesting and often polarising flavours appeal more to younger generations, reveals the company. "Coconut scored the highest out of all the flavours we tested in terms of enjoyment and likelihood to purchase. The company will be launching a Milk Chocolate over Coconut Mallow bar into Tesco in mid-February. Other strong performers in its line-up include its Mallow & Marsh Raspberry 100g pouch (+11.2%) and its Salted Caramel 30g bar, which grew by over 57% in the latest MAT³⁵ proving that salted caramel is definitely not old news, it says.

"Salted caramel is definitely here to stay and is a key flavour in attracting new consumers to brands and increasing the appeal in products to a younger demographic," says Staniford from Walker's Nonsuch. "Walker's is responding by looking at more flavours that can help the brand in this way to widen its customer base."

Yet although salted caramel and chocolate orange flavours are still very prevalent in confectionery, World of Sweets' Smith says that flavour and texture innovation are going to be important for retailers looking for the best new must-stocks. The company has created a range of sweets, called Sweet Vibes, due to launch this year, which he says will bring new flavours, formats and textures to the market.

Meanwhile, he points to the ongoing influence of American candy with some of the most popular products including the Warheads Galactic Cube Theatre Box, featuring flavours such as Black Hole Cherry, Cosmic Punch and Rocket Raspberry.

Sustainability journey

While there is a lot of noise around NPD and flavour development in confectionery, many suppliers are still working towards sustainability goals – whether that be in packaging or ingredients sourcing.



At Brand Hatchers, Griffiths says a key commitment for its Brain Blasterz brand is to try and continuously improve the sustainability of its product range. "While this can sometimes feel challenging with the limitations of food-grade packaging, we have numerous short, medium and long-term initiatives to increase recyclability and reduce packaging and plastic across the entire range," she says.

Packaging is also the focus at Lily O'Brien's which has transitioned to FSC-certified materials and has ensured that its new Easter Eggs include a plastic-free and fully recyclable offering for this spring, reveals Crawford.

Meanwhile, Perfetti van Melle has robust sustainability goals under its Reduce, Recycle, Recover program, which aims to deliver against meaningful measures to reduce plastics in its packaging, transportation and wastage lines, says Roberts. The company's Mentos Pure Fresh

Gum launched in a "first of its kind" paperboard bottle format in November 2022 and has since won awards for environmental packaging innovation. This followed a switch to paper sticks for its original lollipop under the Chupa Chups brand, a step that will eliminate around 5,000 metric tonnes of plastic globally per annum over the next three years, he says.

At BIP Candy & Toy, packaging is also in focus, with the company removing plastic inserts and wrap from its candy and novelty ranges and developing products made from paper. "The Real Good Egg, with collectable cardboard characters and Magic Cube, containing licensed character puzzles and wooden pencils – both of which have a portion of fruity stars – shows we are serious about prioritising the health of our planet," says Fretwell.

Other suppliers are looking to embellish their sustainability credentials via responsible sourcing.

Social media gains traction for brands

TikTok, in particular, is playing a key role in confectionery choices among younger consumers.

“Social media is a huge part of the Brain Blasterz brand with a social first marketing strategy,” says Brand Hatcher’s Griffiths. “With a strong following across Instagram and TikTok, numerous TikTok viral videos and sour confectionery being a major trend on #sweettok, we have huge plans for our 2024 NPD launches on TikTok.”

At World of Sweets, social media is a key part of the company’s strategy, using micro influencers for authentic user generated content across all channels,

says Smith. “This has been great for generating awareness of new brands and products,” he says. “We have received fantastic engagement, especially in response to our social media marketing campaign for new brand partner Anthon Berg.”

Social media is one of the key drivers of consumer awareness and marketing effort nowadays, says Eti. “It is continuously growing and capturing the attention of everyone from younger to older generations. Collaborating with influencers who share similar values as our brand is crucial to building authentic connections with our consumers. The

influence of social media is unarguable and it has become a foundation in our marketing strategy.”

As media consumption habits have changed over the years, social media has grown in importance as adoption of different channels by younger age groups has grown, says Bazooka’s Dry. “We now have an active presence on TikTok and Instagram for Juicy Drop and Bazooka, with Push Pop to follow later this year. TikTok, in particular, brings our edible entertainment brands to life.

“Social media is an important part of our marketing strategy considering the target consumers, as they

spend significant time on those platforms, This is inevitable for brands targeting young consumers in the new communication era.”

Mars Wrigley has taken a slightly different approach to target younger consumers when it comes to gum. Its Chewtopia website hub has been designed following in-depth research into the Gen Z audience, with the goal of promoting gum in a way that is relevant to them, reveals Kayll. “From getting through exam season to boosting your mood, this platform is designed to promote gum as the perfect way for young people to enjoy me time.”

Divine Chocolate only sources Fairtrade ingredients, which can sometimes present challenges as only a small section of manufacturers can handle Fairtrade, says Harding. “However, our commitment to Fairtrade is at the heart of the business and, while this does come at a cost, it’s the right thing to do. A brand that has something else to talk about, other than price, has a real advantage and a clear point of difference,” she notes.

Back in 2008, Eti started a collaborative journey with WWF-Turkiye and has been implementing joint projects aimed at protecting limited natural resources and ensuring the sustainable development of wheat, by focusing on efficient field irrigation, it says. Among other activity, the company also started the production of biscuits with einkorn wheat and is implementing a Zero Solid Waste project, where, in three years, it aims to reduce its total energy and water

consumption by 15% through the implementation of renewable energy such as solar power plants in its factories.

The environment is a key concern for more than a quarter (26%) of shoppers³⁶, says Nestlé’s McCargo. “As a result, there’s now an expectation that suppliers and retailers will help shoppers make sustainable choices. Cocoa sourcing in particular is a key concern for us, as part of our portfolio-wide commitment to regenerative agriculture, which is why we launched the Nestlé Income Accelerator Programme in January 2023. This incentivises and enables cocoa-framing families in countries like Cote d’Ivoire to engage in practices that benefit the environment and local community.

“In January 2024, Nestlé produced its first KitKat bar made with traceable cocoa mass – KitKat 70% Dark – sourced from families in the programme,” she reveals.

Upcoming NPD

There is a wealth of new product development planned in the confectionery category across 2024, particularly with Easter on the near horizon. Here are a few of the highlights ahead in the next few months.

“We have highlighted a key gap in the market for a chews brand aimed at teens and we see Bazooka as a brand which can play in this space,” says Dry. The company is currently launching the Bazooka Splashz Range, gel-filled soft chew in Tropical Berry and Fruity packs. In the children’s segment, it is expanding its range under Big Baby Pop, which has been one of the fastest-growing US confectionery brands (+44% value in the US) to include more blue raspberry and sour products.

Lily O’Brien’s Crawford says the brand has ramped up investment in NPD this year, with spring and Easter as hero moments. Its limited-edition Spring Desserts Collection, launched

Analysis

in January to capitalise on the success of its Signature Desserts Collection brand. And it plans to “take Easter by storm this year” with the launch of its Desserts Collection Egg, featuring a hand-crafted decorated milk chocolate hollow shell egg, made from the finest Belgian chocolate, she reveals.

At Mallow & Marsh, the company will be introducing a Milk Chocolate over Coconut Mallows pouch (100g, RRP £2.65), to retailers in May this year and says it will also be launching an exciting new format later in the year to tap into a different consumption occasion, as well as working on some innovation projects for 2025. “Now, more than ever, consumers and the marketplace need inspiration, newness and quality. We’re united with our partners to achieve that,” it says.

Mars Wrigley has a raft of new Easter products already available for this year, including large and extra large Easter eggs for its Skittles, Galaxy Truffles, Twix, M&M’s and Maltesers brands, reveals Kayll. The company has also invested in Giant Eggs which it says are the fastest-growing Easter egg partition (+59% YoY)³⁷. The company is offering a Galaxy Caramel Giant Easter Egg and a Maltesers Assorted Truffles Luxury Egg to meet this need. And finally, a Maltesers Easter Mix is designed to meet the demand for large sharing NPD.

Two launches coming up in February from Nestlé are Rowntree’s Randoms Fizzy Cactuz, which are tangy treats in various filled and unfilled cacti shapes, with zesty flavours including raspberry, kiwi, passion fruit and lime; and an Aero Hazelnut flavour sharing bar.

With super-sour flavours in demand, World of Sweets is expanding its US candy offering with Sour Ooze Pops from exclusive partner Warheads. The latter is also launching Sour O’s – different flavoured rings in theatre box and Sour Candy Floss, Sour Apple and Watermelon flavours.

Other launches from the company will be under the Paw Patrol Candy Pops and Candy Containers reusable products, as well as a Spongebob Candy Container, while a mix of new characters and brand licences will be added to the Pez product range, to align with new movie and TV releases across the year. In addition, US brand Jolly Rancher is introducing Ice Pops



in blue raspberry, green apple, cherry and watermelon flavours, while Anthon Berg is extending its range with Baileys Marzipan Treats to join the brand’s gifting ranges.

BIP Candy & Toy has a raft of NPD emerging this year, including Magic Rainbow gummies, fizzy belts and mallows; a trio of Gummy Zone Sharing Bags; plus a supersized party bag for Fast Food Mix, with individually wrapped sweets.

At Mondelez, the company has unveiled its line-up of shell eggs for the 2024 Easter season with Cadbury introducing the new Cadbury Ultimate Egg Range. This includes Mini Egg and Fruit and Nut, as well as the Cadbury Dairy Milk & White Marble Egg. Each of these includes portionable elements for shoppers, such as a bag of Cadbury Mini Eggs or Cadbury Dairy Milk & Cadbury White Chocolate Chunks respectively.

Under the Toblerone brand, the company is launching its ‘Edgy Egg’ constructed of faceted triangular sides containing Toblerone nougat pieces.

Sources

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- ³ Circana, All Outlets & KWP Discounters, Total Confectionery, Sharing Bags & Blocks, Value Sales, 52 w/e 02.12.23
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- ⁸ Kantar Retail Shopper Genetics, 52 w/e 04, 2014
- ⁹ Circana, EXT Marketplace, MAT data to 26.11.23
- ¹⁰ PVM/Greenshoots shopper insight research, 2023
- ¹¹ NIQ, Total Market Unit Sales, FY 2023 vs YA
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- ¹⁸ Mintel, UK Sugar and Gum Confectionery, 2023
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- ²⁶ Kantar Usage Data, 2022, McKinsey 2022
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- ²⁹ See 18
- ³⁰ <http://tinyurl.com/3myv4npt>
- ³¹ Lumina Intelligence Survey, 2023
- ³² Nielsen GB, Total Coverage, Latest 52 w/e 21.05.22
- ³³ Kantar Take Home Panel, Fruity Gum, 52 w/e 02.10.22
- ³⁴ Nielsen, Info on mint in total std chocolate, w/e 25.02.23
- ³⁵ NIQ, Latest MAT to 30.12.23 vs YA
- ³⁶ See 16
- ³⁷ NielsenIQ Scantrack, Easter 2023, latest 14 w/e 08.04.23

Healthier/functional panel

- ¹ Circana, IRI All Outlets + KWP Discounters, Sweets, Value 52 w/e 30.12.23
- ¹¹ Versus an individual serving of Cadbury Dairy Milk Fruit & Nut Chocolate

Brand Hatchers

Ambition to lead UK sour sweets market

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KEY BRANDS

Brain Blasterz

Source

¹ Mintel, Sugar and Confectionery UK 2023, <https://reports.mintel.com/display/1158207/>

With triple-digit growth in the UK and internationally in 2023, it's a really exciting time for Brain Blasterz, says managing director Emily Griffiths. "Where we've achieved leading sour brand status across most of Europe and the Middle East, Brain Blasterz is now looking to replicate this in the UK by investing and moving to a direct sales model in 2024, headed up by Eliot Holmes as head of UK sales," she says.

"With 29% of sweet consumers preferring sour flavours¹ and the sour consumer age range broadening as kids and adults alike enjoy sour sweets, we recognise our unique position within the category," says Griffiths. "With a total focus on everything sour, Brain Blasterz offers exciting solutions for every trending sour SKU a retailer might need – a 'one stop sour shop'.

"Our fully vegan and halal range, makes Brain Blasterz accessible to everyone. With our 2024 focus on the iconic 'level 5' sour candy tubs (already



Brain Blasterz offers solutions for every trending sour SKU a retailer might need"

top-selling products in Europe) and a huge roster of sour NPД that sits in key confectionery growth categories launching in Q1 and 2 this year, watch out for a Brain Blasterz takeover."

The company's team doubled in size in 2023 and, alongside numerous viral TikTok videos and trade marketing, it is speeding towards its ultimate goal of being the UK's No.1 sour brand.



#1

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Pocket Money Price Points

Big on TikTok



www.brainblasterz.com



@brainblasterz



1

2
3
4
5

SOUR SCALE!

Bazooka Candy Brands International

Targeting clear trends for NPD

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Juicy Drop Pop
 Juicy Drop Gummy Dipperz
 Juicy Drop Blasts
 Bazooka Splashz
 Bazooka Mix Upz
 Big Baby Pop
 Push Pop
 Ring Pop
 Mega Mouth

↘ Last year the launch of Juicy Drop Gummy Dipperz was the most successful launch in Bazooka Candy Brands' history, taking the UK market by storm. Juicy Drop Gummy Dipperz is the No.4 kids novelty SKU in the total sugar marketplace¹, says international marketing manager Robert Dry.

"In 2024 we will focus our first half of the year on the launch of our Bazooka Chews range, targeting major trends among teenagers in terms of products, flavours and marketing," he says.

"To address the demand for healthier snacking, we are developing a new product offering, expanding our portfolio into that category. We will be launching a new children's fruit snacking product into the UK market in summer 2024. Made from real fruit and 100% natural ingredients, this product is positioned similar to confectionery, making healthy snacking more fun and enjoyable for children."

With 70% of fmcg purchases being impulse driven², the impact at point-of-sale becomes crucial, he notes. "For this reason we are investing in merchandising teams in specific regions to support retailers in offering a comprehensive range of impulse confectionery and activating the point-of-sale. With HFSS restrictions now in place, the confectionery fixture of small stores is even more important. Retailers can do a lot to enhance the value of their sales with a destination display for confectionery, clear price communications and simple rounded price points – as one of the biggest concerns for kids in-store is finding they do not have enough money when they get to the till."



“With 70% of fmcg purchases being impulse-driven², the impact at point-of-sale becomes crucial”

Media and pricing strategy

Social media has grown in importance over the years as younger age groups increasingly adopt different channels, notes Dry. "With this trend, social has become more important to our strategy and media mix," he says. "We now have an active presence on TikTok and Instagram for Juicy Drop and Bazooka, with Push Pop to follow later this year. In particular, TikTok brings our edible entertainment brands to life. In the last six months we've expanded across multiple channels and now have over 10m impressions in the UK alone from our social media."

With price rises affecting consumers across the board, the importance of price-marked packs (PMPs) is key to giving consumers the reassurance that they are getting the best possible price, adds Dry. "With this in mind Bazooka Candy Brands is expanding the number of PMPs offered across our chews range," he says. "Juicy Drop Blasts, Bazooka Mix Upz and Bazooka Rattlerz will all be available in both small impulse 40-45g and larger sharing 100-120g options with a clear price indicated on both the unit and display."



Source

¹ Circana, EXT 12 week value data to 26.11.23
² POPAI 1995 Ogilvy

NEW

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£1m
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Bazooka
Candy Brands

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For further information or sales enquiries contact us at shipping-TIL@bazooka-inc.com.

*1 Circana Data to 1/10/23 Value sales since launch in March 2023.

BIP Candy & Toy UK

Fun, novelty and nostalgia

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Magic Rainbow
Funriders
Thornycroft
Pop Up

Licences
– Paw Patrol, Disney,
Marvel, Minions,
Peppa Pig, Dino & Friends

**Private-label novelty
confectionery**

➔ BIP Candy & Toy UK is an inventor, manufacturer and distributor of high-quality novelty toys and candy products, says Lee Fretwell, head of UK sales & marketing. “We pride ourselves on being able to listen to our customers’ visions for their confectionery ranges. Our creative teams in-house help to bring those ideas to life in-store with a vast array of private-label, branded and licensed products,” he explains. “Our USP is bringing fun, novelty and nostalgia to both children and adults alike, which is why we’ve been servicing many wholesale, retail, online and high street brands since 1999.

“Our roadmap for spring 2024 is exciting, with several pieces of news to share,” reveals Fretwell. “We’ve been selling our world-famous Gummi Zone Pizzas, Burgers and Hot Dogs for over 20 years. With food gifting on the rise, we are taking Gummi Zone to the next level, launching a trio of gummy sharing bags (RRSP £1.25) this spring. “Following the success of Mega Pizza 90g, we’re also bringing an 88g Jumbo Burger, with a delicious side of lemon-flavoured fries to the market. Finally, our Fast Food Mix is being supersized into a 380g party bag (£5 RRSP). All sweets are individually wrapped and perfect for sharing.”

Sustainable actions

BIP is committed to embracing environmentally friendly practices, by reducing plastic usage and incorporating paper and biodegradable materials, says Fretwell. “We are removing plastic inserts and wrap from our candy and novelty ranges and developing products made from paper and not plastic. ‘The Real Good Egg’



“ We pride ourselves on being able to listen to our customers’ visions for their confectionery ranges and, with our creative teams in-house, bringing those ideas to life in-store”

with collectable cardboard characters and ‘Magic Cube’ containing licensed character puzzles and wooden pencils – both of which have two portion packs of fruity stars – shows we are serious about prioritising the planet’s health.”

With the growing demand for less sugar, BIP’s world-famous Pop Ups are going sugar-free, he adds. “In 2024 we will launch an HFSS Sugar Free Pop Up, under the UK’s most popular licence, Paw Patrol. We’ll also have two new exclusive Pop Up licences – Marvel and Disney (100th anniversary) – in singles, flow, blister or gift pack.

“The Magic Rainbow brand has been created to keep alive the spirit of wonder, imagination, innocence and curiosity that defines childhood,” he explains. “Launching in May, this range of gummies, fizzy belts and mallows will inspire people to look for a rainbow in every experience.

“And, to support parents shopping on a budget, we have refreshed our range of affordable novelty lines under a new brand ‘Funriders’,” he adds. “Products such as Mobile Pop, Plunger Pop, Wild Monkey or Sour Explosion, will evoke some fun and excitement for children on a Friday treat day.”

HELPING YOU PRIORITISE THE

PLANET

We are reducing plastic usage in our candy and novelty ranges as well as developing plastic free products.

Join us on our journey to more sustainable products.

Contact our team:

✉ sales@bip-uk.com



Imagine That!

Cloetta UK

Jewels join Chewits' crown

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Chewits
The Jelly Bean Factory
 Candyking

Chewits, owned by Nordic confectionery leader Cloetta, has been one of the most popular and loved chewy sweet brands since launching in the 1960s.

Starting with its iconic 'Aardman Studio' TV ads of the 1970s-80s, Chewie the Chewitsaurus has been on a mission to prove there's 'nothing chewier than a Chewit', by eating famous landmarks and even old Wellington boots!

Incredibly chewy and always a little bit cheeky, Chewits perfectly encapsulates the famous British sense of humour. The brand's unique brand heritage and larger-than-life brand personality, eye-catching packaging, and iconic 'Chewitsaurus' dino mascot make it stand out from the crowd.

Exciting NPD

Now, Chewits' is embarking on the next stage of its brand story with its first-ever HFSS-compliant new product development (NPD), and its first-ever chewy gummy, reveals the company. Chewits Jewels, available in two options – Fruity Jewels and Sour Jewels – will launch in grocery and high street stores in February. Each SKU contains a mix of five different fruit flavours.

"While Jewels will not be the first brand to introduce HFSS innovation, as several other confectionery brands launched HFSS-compliant NPD in 2022-23, Chewits took longer to launch this NPD as they felt it was necessary to spend more time perfecting the recipe to create a confectionery item that would stand confidently against other full-sugar items and would not be perceived by consumers as being reduced-sugar," explains the company.

From initial trials the recipe has been a success, it says. "A blind taste trial was conducted and 82% of respondents could not tell that Chewits Jewels was reduced-sugar¹."

Other distinctive characteristics of Jewels include their bold pyramid shape, and unique chewy gummy texture.



“Chewits is now on the next stage of its brand story, with its first-ever HFSS-compliant NPD and its first-ever chewy gummy”



“As Chewits is famous for its chewiness, creating a unique ‘chewy’ gummy sweet was incredibly important as it keeps this NPD true to the brand,” says Cloetta.

Marketing through humour

Creating fresh and exciting marketing campaigns – as well as engaging customers through humour – is still a key focus for the Chewits brand today and will feature heavily in the upcoming Chewits Jewels NPD launch campaign. This will include multi-channel social media and influencer activity, as well as nationwide experiential marketing and sampling, reveals the company.

Future opportunity

“Chewits is going from strength to strength, it’s in growth, and very much a brand to watch,” concludes Cloetta. “We see the massive opportunity in renewing the Chewits brand and we are investing heavily to grow the brand presence both within the UK and internationally, including major investment in our factory network.”

Source
¹ WSS Product Testing Report: Chewits Fruity Jewels, Feb 2023

Chewier than real jewels. Tastier too.

Our first-ever
HFSS-compliant
chewy gummy.



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CHEWITS
Jewels

Divine Chocolate

Championing cocoa farmers

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KEY BRANDS

Divine

Divine Chocolate is an international social enterprise driven by a mission to help end exploitation in the cocoa industry and create a world where farmers thrive and prosper, reveals the company.

Based on a business model that champions farmers, and makes delicious, high-quality chocolate for conscious consumers, Divine is committed to doing things differently. “During challenging times, such as the cost-of-living crisis, we know how important it is to focus on exactly that – what makes us different, and what we do best – delivering great-tasting chocolate with superb ethics that we can communicate to our consumers through marketing campaigns,” it says.

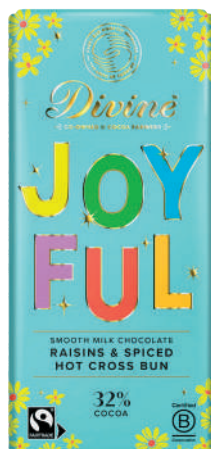
“In order to compete effectively in the chocolate category, being price-competitive is crucial, but giving consumers a key reason to believe and trust in a brand is even more important. Our purpose-led, sustainability messaging allows us to provide consumers with the guarantee that they are genuinely making a difference but with no compromise on product taste or quality.”

New news from Divine

Chocolate is a treat and an indulgence, and a large number of consumers are always looking out for innovation and new news, it adds. This February the company will launch a new range of Dessert Bars, inspired by the flavours of popular puddings, including Tiramisu, Cherry & Almond Bakewell and Lemon Cheesecake. “The consumer research and market analysis that we undertook clearly highlighted the opportunity



“In order to compete effectively in the chocolate category, being price-competitive is crucial, but giving consumers a key reason to believe and trust in a brand is even more important”



to provide consumers with a set of premium chocolate bars that played into the popular dessert occasion but allowed for informal sharing,” it explains. “The Divine Dessert Bars (RRP £4.49) offer a fuss-free alternative to run-of-the-mill puddings and will be available through Amazon and www.divinechocolate.com from 9 February, and Ocado and Oxfam from the beginning of March.

“New for Easter 2024 is our range of Flat Eggs. Available in two flavours – 70% dark chocolate with raspberry, and smooth milk chocolate with caramel and crunch – these eggs (RRP £5) are expertly hand-finished and use 40% less packaging compared to a boxed egg,” it reveals. “They retain the same size and shape as a classic Easter Egg, but without the hollow despair of wafer-thin chocolate.

“Completing the Easter range is our limited-edition Hot Cross Bun Bar. Bringing the classic flavours of Easter to chocoholics across the country, the Hot Cross Bun Bar (RRP £4.50) features Divine’s signature smooth milk chocolate, studded with juicy raisins and spiced biscuit pieces.

Both the Flat Eggs and the Hot Cross Bun Bar will be available at Waterstones, Oxfam, Divine Webshop, Amazon and independent stores nationwide.”

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KEY BRANDS

Dare

➔ Eti is one of the biggest Turkish family-owned food producers, with a presence in over 40 countries and more than 7,000 employees. Established in 1961, it has a global reputation for quality, authenticity and taste, says Joanna Olczak, managing director UK, Germany and Poland.

“Our diverse product range includes wafers, biscuits, chocolates, cakes and more,” she explains. “We continuously invest in our technology and R&D department to create unique products. Innovation lies at the core of the company, with 70% of our production equipment being manufactured in our own factory. Our commitment to quality, sustainability and innovation will pave the way towards a successful partnership with UK retailers.”

Eti puts its consumers at the heart of everything it does, she notes. “As our founder Firuz Kanatlı stated, ‘There is no higher purpose than the happiness of humanity’ and this notion is engraved into our company culture.”

International expansion

Since embarking on its international expansion six years ago, Eti has successfully built a strong presence in other markets, reveals the company. A multifaceted approach, tailored to each country’s market, has helped to deliver stand-out products over the years, Olczak says. Now, the UK is one of the priorities in its global development.

In the indulgent snacking sector, Eti has launched Dare Dark Chocolate Coated Wafer, offering a completely different sensory experience than a traditional chocolate bar, with its luxurious thick velvety layer of cocoa cream and crisp wafer. The brand has already notched up many awards, including ‘Best New Product in the Sweets Category’ just one year after its



“Our commitment to quality, sustainability and innovation will pave the way towards a successful partnership with UK retailers”

launch in Romania, and the Golden Receipt Polish Merchant Award in 2023, ranking it as one of the top three best-selling products in the wafers and bars category. It has also secured the No.2 position in SKU sales in Romania¹.

“We have big ambitions for the UK and want to build a presence in the main aisle,” says Olczak. “We recently launched our Dare Dark Chocolate Coated Wafer in the UK convenience channel and are already getting positive feedback, so we’re determined to make 2024 a remarkable year for Dare in this market.”

Dare is also listed with some of the UK’s biggest wholesalers, and has rapidly expanded its presence to over 1,000 independent stores in its first eight weeks since launch. Moving forward, Eti is prioritising listings in grocers, discounters and online to further establish its presence in the market.

Olczak adds: “We place great importance on the quality and taste of our products, so product trial and sampling activities will be crucial to allow consumers to experience the multisensory indulgence of Dare. We will support the brand with both ATL and BTL activity, capitalising on the importance of social media and influencer marketing.”

With more NPD in the pipeline, Eti plans to continue to pleasantly surprise consumers in the year ahead.



Source
¹ Nielsen Data Value and volume, Total Romania Y2023: in the coated wafer category, the Dare brand is in 2nd position; at SKU level, Dare Coated Wafer 50g is the 2nd SKU in volume FY 2023

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Grenade

Booming protein bar sales

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Managing Director UK

KEY BRANDS

Grenade

↘ Grenade's ground-breaking 2023 reached total value sales of £65.4m¹, cementing the top spot as the UK's best-selling protein bar brand, reveals managing director Phil Greenhalgh. Contributing a staggering 65.4% (£17.8m) of the category's £27m growth², Grenade's importance to the continued growth of protein bars is clear, he says. And despite the pressures the cost-of-living crisis had on shoppers in 2023, they resisted giving up their favourite protein-packed snack.

Sweet fix, no compromise

The search for healthier alternatives, particularly since the introduction of HFSS guidelines, is bigger than ever and Grenade's range of low-sugar protein bars is providing the ultimate choice when shoppers are looking for a sweet fix, without compromising on their little luxury of indulgence, he notes.

"The combination of Grenade Oreo and Grenade Oreo White have provided customers with truly innovative NPD that combines the iconic taste of the Oreo creme, cocoa and crumb with Grenade's unmistakable triple-layered protein bar," says Greenhalgh. "Both flavours launched in 2023 and fast became must-stock products for retailers. Both 60g flavours combined to deliver an impressive £14.2m³ sales on their own and, with competitive cash rate of sale to those of leading confectionery lines, these two powerhouse flavours belong on every retailer's snacking fixture."

Having the right range beside the customer-favourite Grenade Oreo flavours is vital for success with protein bars and previously best-selling Chocolate Chip Salted Caramel should always partner them on-shelf, adds Greenhalgh. "White Chocolate Cookie, Chocolate Chip Cookie Dough, Peanut Nutter and Fudged Up are all hot-selling flavours which deserve space on snacking fixtures and combine to deliver a strong POR," he explains. "Selling these flavours from impulse locations in-store can provide a lucrative return for savvy retailers, particularly for independents."

Source

^{1,3} IRI Total Market Value Sales, Protein bars, MAT to 24.12.23



“The combination of Grenade Oreo and Grenade Oreo White have provided customers with truly innovative NPD that combines the iconic taste of the Oreo creme, cocoa and crumb, with Grenade's unmistakable, triple-layered protein bar”

Complying with HFSS

For retailers impacted by HFSS, Grenade has an impressive range of seven compliant flavours, reformulated to taste even better than before, that can be sold anywhere in-store, adds Greenhalgh. "These customer favourites, such as White Chocolate Cookie, Chocolate Chip Cookie Dough and Caramel Chaos, provide the perfect solution for retailers looking to offer a low-sugar chocolate alternative in these prime grab-and-go locations, such as in the queue or by the till," he says.

Multipacks for home

For customers looking to offer a take-home solution, Grenade's best-selling range of protein bars are available in a 4x60g multipack. "From the distinctive Grenade Oreo to the decadent Chocolate Chip Salted Caramel, these multipacks offer customers the perfect cupboard fill range, providing great value for retailers and affording choice to shoppers."

UK'S BEST-SELLING PROTEIN BAR BRAND*



GRENADE

*IRI Total Market Value Sales, Protein bars, 52 w/e to 24/12/2023

Lily O'Brien's

Stand-out boxed chocolates

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KEY BRANDS

- Lily O'Brien's
- Desserts Collection
- Ultimate Collection
- Luxury Collection
- Exquisite Collection
- Milk Chocolate Truffles
- Salted Caramel Truffles

Founded in 1992 in a Co. Kildare kitchen, Lily O'Brien's has become a household name in crafting high-quality chocolate recipes for the special people in our lives, says marketing director Karen Crawford. The best-loved luxury chocolatier continues to develop mouth-watering chocolate creations today using the finest-quality ingredients.

In 2023 the brand was the stand-out performer in inlaid boxed chocolates with a phenomenal 12% YOY growth in a market growing just under 5%¹. And, an exceptional performance at Christmas – up 28% in value – significantly outperformed a market growing by only 2%².

The luxury chocolatier's extension to its ever-growing signature Desserts Collection dominated the rise in luxury gifting, as its new Limited Edition Christmas offering stole the show – accounting for £1.5m+ growth in retail sales³ during the season, says Crawford. "Focusing on craft, innovation and indulgence for special moments, Lily O'Brien's is now launching a further Limited Edition Collection for spring – cementing its position as the third best-selling inlaid box on the market⁴ and enhancing the desserts brand's value, which now stands at almost £11m⁵.

"It's wonderful to be able to offer shoppers exciting new products but it's key that we maintain affordability," says Crawford. "Lily O'Brien's is about luxury without the premium price tag – so we can reach a wider audience across both casual and inlaid box gifting. We believe in offering a range of quality products at affordable price points. The launch of two new award-winning Truffles in 2022, now worth almost £2m



Source
^{1,3} Nielsen 52 w/e & 13 w/e 30.12.23
⁴ Nielsen 13 w/e 06.05.23
^{5,6} See 1-3
⁷ See 4

“Lily O'Brien's is about luxury without the premium price tag – so we can reach a wider audience across both casual and inlaid box gifting. We believe in offering a range of quality products at affordable price points”

RSV⁶, supports this and continues to drive growth for the whole brand.”

Demonstrating confidence in the growth of the brand, Crawford adds: “We’re continuing to invest in our marketing campaign ‘For the ones you really know’ to ensure we’re in shoppers’ hearts and minds. Our distinctive O’ logo creates lasting impact, communicating luxury and craft to shoppers in an instant.

“Inflation and HFSS have posed challenges, but we’ve been able to hold and even extend our distribution and visibility,” she explains. “This year alone, our ranges of boxed chocolates boasted over £1.8m in sales growth pushing our share up to 8%⁷.

“And we’re not afraid of innovation. This year, we entered the £459m⁸ Easter egg market with a new Desserts Easter Egg with fully recyclable packaging. We also have exciting launches planned for later this year to continue to drive our brand and the category forwards.”

Lily O'Brien's

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spring
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For more information contact sales@colian.co.uk



Mallow & Marsh

Embracing indulgence

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 Commercial Lead
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 Senior Brand Manager

KEY BRANDS

Mallow & Marsh
Sharing pouches
 – Dark Chocolate over Raspberry Mallows, 100g
 – Milk Chocolate over Vanilla Mallows, 100g
 – Milk Chocolate over Chocolate Mallows, 100g
 – Milk Chocolate over Coconut Mallows, 100g
 – Naked Salted Caramel Mallows, 85g

Bars
 – Dark Chocolate over Raspberry Mallow, 35g
 – Milk Chocolate over Vanilla Mallow, 35g
 – Milk Chocolate over Chocolate Mallow, 35g
 – Milk Chocolate over Coconut Mallow, 35g
 – Naked Salted Caramel Mallow, 30g

Source
 **2 NIQ, Grocery Mults, FY 2023

➔ Mallow & Marsh, the premium chocolatey mallow brand has announced an exciting brand refresh with distinctive new positioning, comms, a bold packaging update and new flavours, reveals marketing & commercial lead Jonathan Burr.

With strong momentum in recent times, Mallow and Marsh's bars grew a huge 33% in 2023¹, while its sharing pouches grew by 10%².

In collaboration with London agency Boldspace, the project is set to take Mallow & Marsh to the next level. "With widespread distribution and a loyal fanbase, now is the perfect time to evolve the positioning beyond those start-up roots and embrace their full foodie credentials as the iconic treat consumers talk about," says Boldspace strategy director Adam Larter.

Previously, the brand had a heavier focus on permissible heath, positioning itself as a lighter & lower-calorie treat. However, extensive consumer research identified a clear gap within premium indulgence reveals Burr. "We know what sets Mallow & Marsh apart from our competitors," he says. "Our brand is for quality-loving foodies who want an uncompromising fulfilling treat. Mallow & Marsh provides a truly personal, substantial chocolatey indulgence to be savoured. Our unique mallows have the most delightfully surprising texture and classic, crafted flavours. Moving into premium indulgence aligns perfectly with all our quality attributes."

The new pack presentation revolves around celebrating the iconic pink colour, strongly associated with the



“Mallow & Marsh provides a truly personal, substantial chocolatey indulgence to be savoured. Moving into premium indulgence aligns perfectly with all our quality attributes”

brand. Updated product names take cues from the premium foodie world. "We needed to elevate the look and feel of the brand to give it a more grown-up, premium appearance while clearly communicating indulgence," adds Burr. "2023 loyalty card data shows Mallow & Marsh is particularly strong in driving repertoire consumption and trade-up. It also benefits the category with strong repeat rates beyond those normally associated with a brand our size," says senior brand manager Hannah Clough. 2024 will see the brand invest in its highest-ever level of marketing support, with a major new campaign celebrating the concept of 'Pauseworthy Pleasure'. "There is a huge creative opportunity to celebrate moments of joyful indulgence that we rarely make time for," adds Clough. "We hope to delight consumers, extend brand awareness and build on our category-driving credentials."

The refresh will also be supported by consumer-led NPD starting with a new Milk Chocolate over Coconut Mallow bar (35g, RRP £1.35) launching mid-February in Tesco stores nationwide, followed by a sharing pouch (100g, RRP £2.65) into several retailers in May. More recipes will follow, while a new pack format for the brand will be unveiled later in the spring.



MALLOW & MARSH

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*NIQ, Scantrack, Unit Sales, Total Chocolate Confectionery, Grocery, MAT to 30/12/23 vs LY,

Mars Wrigley UK

Seizing the Easter opportunity

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Regional Sales Director

KEY BRANDS

- Bounty
- Celebrations
- Extra
- Galaxy
- M&M's
- Mars
- Maltesers
- Skittles
- Snickers
- Starburst
- Twix

➔ Mars Wrigley's blockbuster portfolio is built on the power of its brands, which cover all key demographics, says the company. Past, present and future trends show there is a key growth opportunity within the Easter season, meaning that all of its well-known brands have their own unique role to play.

Total Easter sales, including boxed confectionery, reached an impressive value of £640m in 2023¹. This underscores the economic significance of Easter, which is bolstered by a real consumer appetite and enthusiasm for this occasion.

To maximise this opportunity, innovation and the evolution of shoppers' purchasing habits in the countdown to Easter need to be observed and prioritised, notes Mars Wrigley. "That's why, this year, we launched eight NPD projects ahead of the 2024 Easter season beginning on 1 January. These additions cover a range of consumption occasions and shopper needs."

Early innovations drive sales

As observed in 2023, 42% of Easter sales took place in January and February, driven primarily by unplanned impulse purchases². "Retailers have an opportunity to capitalise on this prominent purchase behaviour by looking to innovation in the self eat category," it says.

Mars Wrigley delivered a 4.7% value growth³ through its Maltesers Bunny range in 2023. "Building on this success, the Maltesers Bunny has been brought back as the star of this year's show, meeting the needs of shoppers who act on their impulses early by picking up a tasty treat," says Mars



“Total Easter sales, including boxed confectionery, reached a value of £640m in 2023¹. This underscores the economic significance of the occasion”

Wrigley. "Bolstering the innovation piece further in this space, the luxurious Galaxy Creamy Truffle Mini Eggs – Hazelnut, RRP £1.50 has also launched into the market."

Gifting grows in Easter countdown

As March unfolds, there is a notable shift in the focus of shoppers, transitioning from the initial early impulse treat to gifting and planned purchases. A substantial 74% of Easter gifting confectionery is typically sold in the final three-week period leading up to Easter⁴.

Giant eggs are the fastest-growing Easter egg partition (+59% YOY)⁵. "These larger-than-life Easter treats offer consumers an opportunity to trade up and indulge in an unforgettable gifting experience," says the company. "With this in mind, Mars Wrigley has introduced two mouthwatering SKUs to its Giant Egg offering:

- Galaxy Caramel Giant Easter Egg, RRP £12.60 – featuring a chocolate shell filled with luscious caramel pieces. A perfect blend of rich, creamy chocolate and sweet caramel that will melt in your mouth.
- Maltesers Assorted Truffles Luxury Egg, RRP £12.75 – an Easter egg that includes a variety of delectable truffles.

Source

¹ Nielsen, Total Easter 2023
² NielsenIQ Scantrack. Total Easter (Chocolate and Fruity Confectionery), Total Coverage, Easter 2023 (14 w/e 08.04.23) vs Easter 2022 (15 w/e 16.04.22)
³ Nielsen, Total Easter 2023: April 2023
⁴ NielsenIQ Scantrack. Total Easter (Chocolate and Fruity Confectionery), Total Coverage, Easter 2023 (14 w/e 08.04.23) vs Easter 2022 (15 w/e 16.04.2022)
⁵ NielsenIQ Scantrack, Easter 2023, Latest 14 w/e 08.04.23



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*INTAGE Inc. SRI+ Soft candy Market Cumulative Sales from January 2021 to December 2021

Mondelēz International

A year of chocolate treats

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- Green & Black's
- Trebor
- Maynards Bassetts
- Halls
- belVita
- Cadbury Biscuits
- Mikado
- Toblerone
- OREO
- Ritz
- Barny

➔ Mondelez International is Britain's No.1 confectionery supplier¹ – with a mission to provide consumers with the right snack, for the right moment.

Yours for 200 years

For 200 years, since John Cadbury opened a grocer's shop in Birmingham in 1824, Cadbury has been the nation's favourite chocolate bar, reminding the nation that there is a 'Glass and a Half' of generosity in everyone. The brand's success is built upon its deep understanding of customers, shoppers, and the category, ensuring it continues to evolve to remain relevant, says trade communications manager Susan Nash.

"Throughout the year, the brand will be engaging in a multitude of activities, promotions, and celebrations to mark the landmark anniversary," she reveals.

Heritage bars and TV campaign

The festivities have kickstarted with the return of some of its most iconic retro Cadbury Dairy Milk packaging, as well as an exciting new TV advert.

The Limited Edition Cadbury Dairy Milk Bars are available in seven different collectable designs, featuring packaging from across the ages, starting as far back as 1915 and running right up to the present day.

The TV advert 'Generations of Generosity' takes viewers through 200 years of British life, beginning in 1824 and fast-forwarding through history as the story of a little girl buying her mum a bar of Cadbury Dairy Milk for her birthday is retold.



Source
¹ Nielsen, Total Confec, GB, Value Sales, Total Coverage inc Discounters MAT w/e 03.12.22



“Throughout the year, Cadbury will engage in a multitude of activities, promotions and celebrations to mark its landmark 200th anniversary”

New launches

Toblerone rolled out the red carpet last year with a brand-new addition to the range, Toblerone Truffles.

"This Easter, we're launching the Cadbury Ultimate Egg Range, including some of the nation's much-loved classics, while also introducing the Cadbury Dairy Milk & White Marble Egg – a blend of Cadbury Dairy Milk and Cadbury White Chocolate with a glamorous egg-sterior," says Nash.

Football is back

Cadbury has launched the Win a WEEKEND in Their Boots campaign, which gives winners the chance to grab an all inclusive experience – VIP match day tickets, travel and luxury hotel stay, pitchside access, a meet-and-greet with a club legend, plus a stadium tour and loads more. To enter, shoppers can pick up a participating Cadbury product and follow the on-pack instructions.

Snacking Made Right

In its Cocoa Life programme, Mondelez will be working with 300,000 farmers over the next six years to increase the number reaching a living income, as well as enhancing child protection systems and access to quality education, and working towards no deforestation on Cocoa Life farms globally. For details go to CocoaLife.org.

Cadbury

YOURS FOR 200 YEARS



1915



1940



1961



1980



1993



2003

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Newbridge Confectionery

Can you handle the sour?

DETAILS

Newbridge Confectionery
Bankfield Court
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Katie Ward
Commercial Director

KEY BRANDS

Toxic Waste Hazardously Sour Candy

2024 marks 20 years since Newbridge Confectionery first introduced Toxic Waste Hazardously Sour Candy to the UK. Thanks to a long-term partnership with its innovative owner, Candy Dynamics, the brand has gone from strength to strength, enjoying record sales and coverage in 2023.

American, super-sour and above all fun, Toxic Waste Candy has generated more than 642m impressions on TikTok for its range of products, with users daring each other to take the 'Toxic Challenge'. "The Toxic Waste brand is all about bright, vibrant colours, zany characters and extreme flavours," says Newbridge Confectionery's commercial director Katie Ward. "This edgy approach means the brand appeals to kids in non-traditional ways. Plus, all Toxic Waste Hazardously Sour Candy products sourced through Newbridge Confectionery are fully UK-compliant.

Ward credits the brand's continuous flavour innovation and NPD as key to



“The Toxic Waste brand is all about bright colours, zany characters and extreme flavours”

its UK success. "The iconic Toxic Waste Candy Drum remains the best-seller, but with more than 20 products across a range of price points and levels of sour, it offers something for all ages."

Launched in July 2023, Toxic Waste's Slime Licker Squeeze, has already become a best-seller and, with more NPD ahead this year, the brand's success story looks set to continue.



Our Toxic Waste Candies are UK Compliant

NEWBRIDGE Confectionery

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Walkers Nonsuch

Celebrating a confectionery milestone

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KEY BRANDS

Walker's Nonsuch
Nonsuch Toffees

2024 celebrates Walker's Nonsuch's 130th year in business, and the team are proud to be one of the oldest family-owned confectionery manufacturers in the UK and beyond.

"Walker's is ambitious and has an appetite for success," says UK sales manager Alan Staniford. "Employing the best people and looking at robotics to improve efficiencies will help us continue to grow in the future."

Walker's toffees, which are free from artificial colours, preservatives, gluten and suitable for vegetarians, fit all market channels – from speciality retailers to major supermarkets – and are high quality with a fantastic taste," he says. "Walker's flavour profiles are unique, such as Banana Split Eclairs; on-trend such as Salted Caramel; and traditional such as Mint. Our market-leading toffee comes in 10 delicious varieties, in our eye-catching 150g bags, ideal for convenience," he adds.

"Our products are also available



“Walker's is ambitious and has an appetite for success”

online with the 1.25kg Assorted Toffees & Chocolate Eclairs jar being a real hit.”
Coming soon is a new range of colour-coded and fully recyclable 350g gift boxes with embossed gold foiling for a luxury feel. Available in three best-selling varieties – Liquorice, Assorted and Salted Caramel – the new box is offered at an affordable price point.



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Email: sales@walkers-nonsuch.co.uk Tel: +44 (0)1782 321525



Suitable for Vegetarians



Perfetti van Melle UK

Strong innovation pipeline

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 Communications &
 Sustainability Manager

KEY BRANDS

Fruit-tella
Mentos
Chupa Chups
SMINT

Perfetti Van Melle is now the second-largest confectionery manufacturer in the world¹, and the leading sugar-free confectionery manufacturer². The company has achieved major player status by providing consumers with a continuous brand-wide pipeline of innovation to excite existing devotees and attract new ones, while driving choice, it says. “Innovation is at Perfetti Van Melle’s heart; it’s how the Perfetti family has grown the business over the years, and is critically important for us now as we continue to grow,” notes the company.

As an affordable treat, sugar confectionery remains a resilient category where consumers feel they don’t have to compromise on quality; they can continue to purchase brands they know and love. The ‘lipstick effect’ is well-publicised, and confectionery is the best equivalent comparable purchase within the grocery space.

“For our family favourite and top 10 candy brand, Fruit-tella, recent innovation is twofold,” it reveals. “In 2023, we reformulated our fruity chews, making them entirely vegan, and made our latest foray into the jellies space with the launch of Fruit-tella Curiosities, recently awarded Product of the Year status for 2024³.”

Following Mentos Fanta’s crowning as Product of the Year in 2023, Mentos Pure Fresh Gum achieved this accolade for 2024⁴, contributing to a bustling trophy case demonstrating Perfetti’s commitment to pioneering innovation.

“Perfetti Van Melle’s diverse product portfolio ensures we have something for everyone,” adds the company. “In 2023, we invested significantly in marketing spend, pushing the boundaries and giving our competitor set something to take note of.

“Chupa Chups entered the online gaming space with Roblox: Skate and Create, which has currently been played 762k times. This was in response to research showing that 98% of UK Gen Z are gamers of some kind and spend, on average, 4.7 days a week gaming⁵,” reveals the company.

“Our iconic Mentos Fanta buses caught eyes in Birmingham and



“Innovation is at Perfetti van Melle’s heart and is critically important for us now as we continue to grow”



Manchester, as did Mentos Pure Fresh Gum bus wraps across London.

“Smint retains pole position as the No.1 sugar-free mint brand in the UK⁶, growing at three times the category rate, and our OOH advertising campaign let the nation know by showcasing a new creative for the brand at the end of 2023.”

Sustainable moves

With the environment in mind, 2023 also saw the UK roll-out of Perfetti Van Melle’s pioneering fully recyclable Mentos Pure Fresh Gum Paper Bottle. This packaging revolution netted a suite of awards, including finalist status in The Grocer New Product and Packaging Awards. The move came hot on the heels of a switch to paper sticks for Chupa Chups – a step that will eliminate around 5k metric tons of plastic globally per annum over the next three years.

Source

¹ Snacks: Euromonitor from trade sources/national statistics, 2023
² Circana All Outlets, 52 w/e 02.12.23
³ Product of the Year, Winners 2024, Fruit-tella Curiosities and Mentos Pure Fresh Gum Paperboard Bottle, January 2024, <https://www.productoftheyear.co.uk/winners-2024/>
⁴ Product of the Year, Winners 2023, Mentos Fanta, January 2024, <https://www.productoftheyear.co.uk/winners-2023/>
⁵ 2022 Digital media trends, 16th edition: Toward the metaverse
⁶ Circana All Outlets, Sugar Free Mint Sweets Value Sales, 52 w/e 02.12.23

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**Fruit-tella
 is a top 10
 candy brand††**

**UK'S NO.1
 SUGAR FREE
 MINT****



**Mentos is the
 fastest growing
 top 10 sweet brand†**



*90% with paper (paperboard) **Source: Circana All Outlets | 52 w/e 02 Dec 2023 | Sugar Free Mint Sweets | Value Sales †Source: Circana | Convenience | Sweets Value Sales | 52 w/e 02 Dec 2023
 ***Source: Circana All Outlets + KWP Discounters | Lollipop Sweets | Value Sales | 52 w/e 30th Sep 2023 ††Source: Circana Unify+, Sweets (Major Brands), Value Sales, 52 w/e 25.11.23, IRI All Outlets & Discounters
 †††Survey of 8,000 people, Kantar, Category: Mentos Gum (Chewing Gum)

World of Sweets

NPD in kids' novelty

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Chris Smith
 Partner Brand Manager

KEY BRANDS

Crazy Candy Factory
Kidsmania
Pez
PAW Patrol
Warheads
Arthon Berg
Bonds of London

↳ Kids' novelty is a growing confectionery category, with innovative ranges, tempting flavours and pocket money prices that appeal to younger shoppers and their parents, says World of Sweets sales & marketing director Helen Bradshaw.

As the UK's leading confectionery distributor¹, World of Sweets exclusively distributes some of the biggest names from around the globe including Pez, Sweet Bandit, Kidsmania and Warheads, as well as own-branded confectionery aimed at younger customers, she says.

For Crazy Candy Factory – a popular and fun kids' novelty range at pocket money prices – 2024 product launches include Fruity Gummy Noodles, Gummy Dippers Gels and Squeeze Hot Dog Pop. To ensure stand-out, World of Sweets offers retailers branded display stands, branding to attach to existing displays and FSDU.

Also new for 2024 is Buildables Surprise, featuring egg-shaped treats that contain fruit-flavoured candy, stickers and a 'create your own toy' inside. The casing can be turned into a car or plane for children to play with.

The Nickelodeon range – featuring PAW Patrol, Teenage Mutant Ninja Turtles and Spongebob Squarepants – will see fun new launches, including Teenage Mutant Ninja Turtle Candy Pops with strawberry flavoured lollies. The PAW Patrol and Spongebob Squarepants Candy Containers offer fruit-flavoured sweets, a sticker and a cable accessory in reusable packs.

Pez's 2024 launches tie in with big movie and TV releases, such as Hello Kitty, Star Wars the Mandalorian, Super Mario, Pez Mojis, The Lion King, Spongebob Squarepants, Disney Princesses, Transformers and Sonic the Hedgehog. To ensure these entice shoppers in-store, merchandising includes a new 15-hook slim metal wire stand and bright yellow stands.

Meanwhile, new from Kidsmania are Gator Chomp, Grab Pop, Shark Bite, Chatty Chomper and Froggy Chomp Candy Lollipops, with eye-catching designs to ensure shelf stand-out.



“World of Sweets exclusively distributes some of the biggest names in kids' novelty confectionery from around the globe”

Wacky Shark and Wacky Monkey fruit-flavoured hard candy are also new, alongside Flip Phone Pop, Pooplets, Sour Blast and Sour Flush. In fact, super-sour sweets have seen a 50% increase in search queries over the last 12 months². US brand Warheads will launch Warheads Sour Ooze Pop this year in strawberry, blue raspberry and green apple flavours. The fruity and sour flavours will appeal to younger customers who can push up and watch Wally's head ooze with super sour gel.

Sweet Bandit will introduce Soda Razzle – a super-fizzy, crunchy candy in cherry cola, lemon lime and orange flavours, while Wicked Dipper is a fruit-flavoured lollipop with a sour sherbert dip in cherry, watermelon and purple raspberry.

“Kids' novelty is a popular market,” says Bradshaw. “Distributing some of the biggest brands, we offer our customers the most innovative, engaging and best kids' novelty ranges.”



Source
¹ £500 RSV sales, 70,000 B2B customers, 110 branded vehicles, 700 staff across 30 sites, over 100 years of confectionery heritage
² Google Trends, October 2022

As the UK's largest distributor, importer and wholesaler of confectionery products you could say we make anything possible. We're everything from innovative partners to category leading suppliers and our passion for sweets is at the heart of it all. We're the perfect partners in sweet success.

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Barratt

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KIDSMANIA



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0330 202 0903

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World of Sweets

Expanding on freezables

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Chris Smith
 Partner Brand Manager

KEY BRANDS

Barratt Ice Duos
Warheads
Jolly Rancher
Bonds of London
Pez
Anthony Berg
Crazy Candy Factory

➔ The UK's leading confectionery distributor¹ World of Sweets is expanding its freezables range to meet growing demand from retailers.

In 2022, the freezables market was worth £21m² and, with budget-friendly products coming to market, it's a must-stock for grocers wanting to capitalise on the trend. World of Sweets has successfully developed and launched confectionery-led freezables with innovative and unique flavours to appeal to consumers, says sales & marketing director Helen Bradshaw. The company will be adding to the freezables range for 2024 with new launches from Jolly Rancher, PAW Patrol and Warheads. These will join the popular Barratt range and existing Warheads freezable products.

Jolly Rancher is the leading hard candy brand in the US³, with its reputation making it an iconic and trusted American product range, says Bradshaw. "It's well-known for its bold, fruit flavours, which appeal to all candy lovers, especially those looking for innovative flavours to try and share," she notes. Due to launch in spring 2024 are the Jolly Rancher Ice Pops, which come in the brand's four most popular flavours: blue raspberry, green apple, cherry and watermelon. These can be bought by consumers as a freeze-at-home multipack or as on-the-go singles. The singles retail at just 20p making them a great value summer product.

PAW Patrol is the No.1 preschool brand in the UK⁴, with its fruity flavours and smaller portion sizes popular among younger consumers. New for 2024 are Paw Patrol Freeze Pops in cola, raspberry, tutti frutti and watermelon, with no artificial flavours and colours. These are available as multipacks.

Barratt Ice Duos, launched in 2023, were the only ice lolly commended in the Ice Cream and Ice Lolly category at the Quality Food Awards. The multipacks include Fruit Salad and Dib Dab Ice Duos and Refreshers and Wham Ice Duos. Brightly coloured branding with eye-catching design ensures they stand out on-shelf. The ice poles can also be purchased by



“In 2022, the freezables market was worth £21m² and it's a must-stock for retailers”



consumers as singles. They're available in classic sweet shop flavours – Fruit Salad (raspberry and pineapple) and Wham in sour raspberry.

Freezables from US confectionery brand Warheads are a popular choice with retailers and their customers, given their sour flavours and eye-catching branding. The Warheads Snap-Ice is a two-in-one freezable, which sold exceptionally well last summer. Extreme sour fruit flavours include green apple, watermelon, black cherry and blue raspberry. The new Warheads Ice Wedge is the same sour flavours in a wedge-shaped ice pop. Boxed packaging makes these easy to display and impactful in-store.

"It's undeniable that freezables are a growing trend and one that retailers should capitalise on in 2024," says Bradshaw. "There's the option to sell them as multipacks – a cost-effective way for consumers to get value for money on a freezable summer product.

"An added bonus is that some ranges can also be frozen and sold as singles in-store. This is a great low-cost item for retailers to stock and a budget ice lolly for consumers to enjoy during warmer weather without spending a fortune."

Source

¹ £500 RSV sales, 70,000 B2B customers, 110 branded vehicles, 700 staff across 30 sites, over 100 years of confectionery heritage
² IRI, Ice Based Treats, 52 w/e 18.11.22
³ Statista, 2023
⁴ Circana, Dec 2023

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