

Healthy sweets on the industry horizon

With the confectionery business under increasing pressure to deliver a greater range of healthier products, we examine some of the latest contenders. Emma Gubisch, marketing insight manager at Leatherhead Food Research, reports

'Health and wellness' is not traditionally associated with confectionery, but discussions about health and well-being have permeated our lives to such an extent, that even the confectionery industry has had to sit up, take notice and respond. From the launches profiled here, you will see the industry is interpreting and delivering the 'health and wellness' trend in ways which challenge our traditional thinking about confectionery. Why can't confectionery products play an important role in a healthy, balanced diet?

Cracked Candy from the US is picking up the chewing gum baton and positioning its product as beneficial to dental health; does this signal the end of parents saying sweets are bad for teeth?

Some new start-ups, such as Honest, are focusing on the inherent properties and hand-crafted nature of their products to stress 'naturalness' to consumers. Other manufacturers are highlighting the health benefits of their products; nimm2's range of fruit gums has added vitamins and minerals.

What about creating products high in protein or fibre to help consumers reach their recommended nutritional intakes like Soul Sprout or Toman? Then there are no-sugar versions of family favourites entering the market, such as Hershey's Sugar Free Chocolate; is a no- or low sugar version of your favourite chocolate bar coming to a shop near you?

At the heart of the examples below are manufacturers who are finding their own authentic angle on 'health and wellness', one which fits with their product and brand, while also resonating with consumers.



Cracked Candy is a sugar-free hard candy, currently available in the US in four flavours: peppermint, mellow orange, lemon ice and cinnamon. It contains non-GMO xylitol. According to the manufacturer, clinical studies have shown that xylitol may reduce cavities, plaque and promote the remineralization of tooth enamel.



Honest Artisan Chocolate has added Dark Chocolate and Kalahari Desert Salt to its range in South Africa. The product has been hand-crafted using raw and unroasted, organic cacao that is said by the manufacturer to keep the antioxidants and nutrients. Each bar is sweetened with agave nectar and is dairy free. The wrapper is illustrated by Toby Newsmen.



The well-known, German confectionery brand **nimm2**, manufactured by Storck, is expanding into other European markets with their confectionery products containing vitamins. Smile Gummi has recently launched in Croatia, containing niacin, vitamin E, calcium pantothenate, vitamin B6, biotin and vitamin B12.



Soul Sprout has launched Cayenne Cacao Almond Butter Truffles in the US. The organic, gluten free, vegan product is raw and contains sprouted ingredients which the manufacturer says enables higher absorption of essential vitamins and minerals. Each serving contains 4g of plant protein.



Toman has added Dark Chocolate with Crisp to its range of products available in Hungary. This product is high in protein (24g per 100g) and fibre (29g per 100g) and has a low carbohydrate and sugar content.



Hershey's Sugar Free Chocolates are now available in Colombia. The kosher certified product is advertised by the manufacturer as 'your favourite, without the sugar'.
