



# Trending Sweets & Snacks

At a recent expo in the USA, the latest trends in sweets and snacks highlighted a shift towards more exciting and bold options. As consumers cut back on mindless sweet treats, they're seeking snacks that offer unique and adventurous experiences. Freeze-dried candy, with its light and crispy texture, provides a refreshing alternative to traditional sweets, while building block candies blend playfulness with indulgence, appealing to both children and adults.

Snackable bites and balls continue as a popular choice for those seeking convenient, portion-controlled options. These snacks not only satisfy cravings but also align with a growing interest in mindful snacking.

- The American confectionery & snacks market is expected to grow annually by 4.53% over the next four years. (tfp, 2024)
- 46% of UK eaters and buyers of sweets ate less sweets due to concerns about sugar intake. (Mintel, 2024)
- 45% of ANZ consumers claim to have cut back on treats in the past year. (Mintel, 2024)
- 72% of US consumers who snack agree they enjoy trying new snacks. (Mintel, 2024)

## On the Shelves



Combining creativity and fun with Amos 4D Gummy Blocks. They can be used to build shapes similar to lego blocks. (USA)



Andersens Crazy Candy produce a unique assortment of freeze dried candies - including Peach Puffs. (USA)



Pickle Flavoured bites are hidden in every pack. You might get apple, lemon, watermelon or pickle. (USA)



Chupa Chups has launched a range of jelly belts and laces with sour apple and strawberry belts and strawberry laces. (USA)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

# On the Shelves



Inspired by flavours of SouthEast Asia - Ramen Popcorn from Nomad Snacks is rich in garlic, ginger, sesame, soy, herbs & spice. (USA)



Thai Red Spring Chicken Sausage Bombs from HECK are filled with Thai red curry, pesto or sriracha. (UK)



Harvest Snaps freeze-dried fruit snacks in four varieties with each free of added sugar, colour and preservatives. (US)



Brainiac Fruit Snacks are packed with Omega-3s, choline and lutein and feature real fruits and veggies to deliver natural flavours & colours. (US)

Despite these adventurous trends, many consumers remain conscious of their health, particularly regarding sugar and salt intake.

Flavour trends are evolving, with a noticeable move towards bold and unconventional profiles. Sour and spicy combinations are particularly trending, resonating with consumers who crave a thrilling taste experience. This trend reflects a broader fascination with global cuisines, such as Korean, Indian, and Mexican, known for their rich and complex spice blends. Interestingly, pickle-flavoured snacks have also become a quirky trend, catering to adventurous eaters. Whether it lasts - only time will tell!



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