

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Confectionery Market

FD0036IS – Sample Pages

Insight Report
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Reasons to buy this report

This report brings together consumer analysis and market data to provide actionable insight into the behavior of consumers. This is based on Canadean's unique consumer data – developed from extensive consumption surveys and consumer group tracking – which quantifies the influence of 20 consumption motivations within your industry.

Consumer trends analysis

An overview of the key demographic groups driving consumption in your industry, and what their motivations are for doing so. This enables the reader to identify the most important trends within the market and determine whether beliefs over what influences consumer behavior within the category are accurate.

Market sizing

Market value and volumes are given over 2008–2018 for 10 leading countries across the globe. Coverage includes major European markets, the US, and the emerging markets of Brazil, Russia, India, and China.

Demographic analysis

Key demographic groups driving consumption within the US market are identified. The figures showcase the number of Dairy occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category.

Product innovation examples

Examples are provided of innovative international and country-specific product development within your industry, with analysis of how these products effectively target the most pertinent consumer need states.

Recommended actions

Strategic recommendations of how to capitalize on the evolving consumer landscape are offered, allowing product and marketing strategies to be better aligned with the leading trends in the market.

Future outlook

The report provides insight to highlight the "so what?" implications behind the data, and analysis of how the need states of consumers within your industry will evolve in the short-to-medium term future.

A desire for tasty, convenient snacks is driving consumption of Confectionery in the UK

There are a number of reasons why consumers turn to **Confectionery** and a number of reasons they don't. It is crucial for manufacturers to understand what consumers want from the actual products that they purchase

Indulgence:

The desire to indulge the rich flavors and decadent tastes of Chocolate and Sugar Confectionery is driving consumption.

Convenience:

Confectionery products are perceived as a convenient on-the-go food solution due to their lightweight nature and portability.

Fun and Enjoyment:

Consumers seek Confectionery products as fun accompaniments to enjoyable leisure time with friends and family.

Low-budget snacking:

Confectionery products are considered by consumers to be a relatively inexpensive pick-me-up way of treating themselves.

Snacking:

A desire for snacks in between meals and as meal replacements is helping increase Confectionery consumption.

DRIVERS OF CONSUMPTION

INHIBITORS OF CONSUMPTION

Preference for substitutes:

Some consumers favor Savory Snacks or other snack food over Confectionery products.

Health:

Confectionery products are inherently associated as being unhealthy due to their high sugar content, causing some to avoid the category.

Guilt:

Consumers may feel guilt over indulging in Confectionery products, causing them to moderate their consumption levels.

Time of day restricted demand:

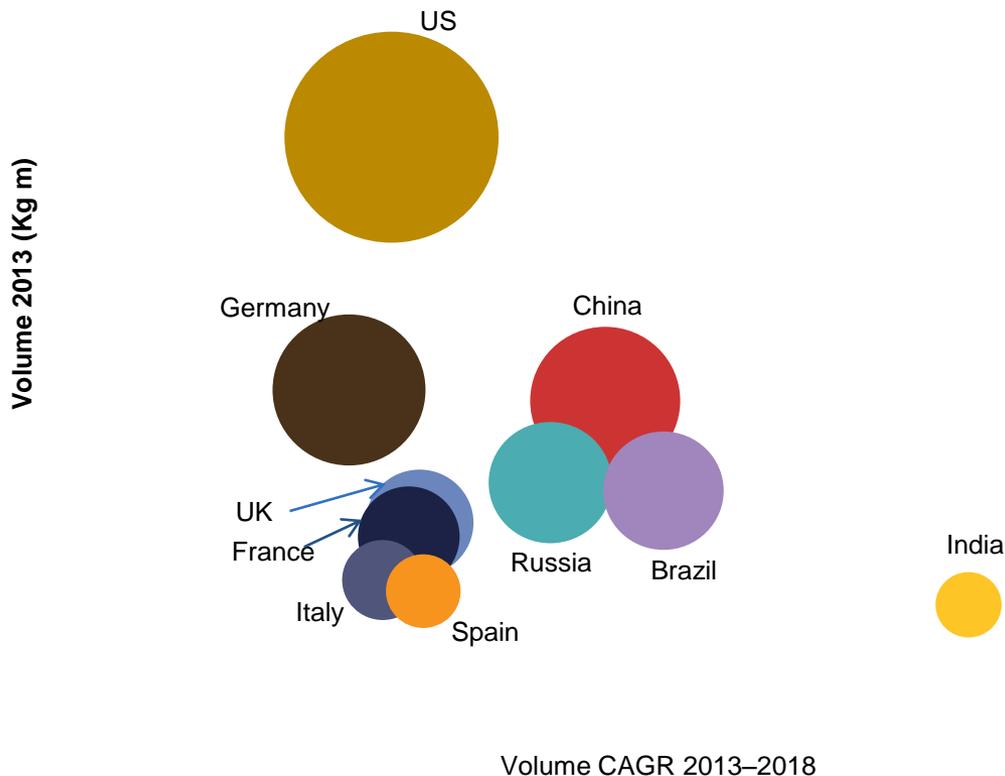
Consumers see Confectionery as a treats for the afternoon and evening, limiting the times of day during which they consume.

Age restricted demand:

Parents of young children often avoid buying Confectionery, opting for more nutritional substitutes.

The UK has the second highest per capita volume consumption of Confectionery products

Volume of **Confectionery** sold globally and forecast CAGR over 2013–2018 (size of bubble denotes market volume)



The UK has the second highest per capita volume consumption:

Per capita Confectionery consumption in the UK is second highest among major global markets. High disposable income, the search for convenient snacking, and product innovation is driving volume consumption growth in the UK. However, the market is nearing saturation due to high per capita consumption levels, and is forecast to grow at a slow CAGR of X.X% during 2013–2018. In developed nations, Confectionery products' consumption is growing at a CAGR of X.X% compared to developing nations, which are expected to grow at a CAGR of X.X% during 2013–2018. Higher growth in developing BRIC countries can be attributed to steady increases in per capita consumption, backed by population and income growth.

High per capita occasions in the UK:

The average UK consumer enjoys 214 Confectionery occasions per year, which is lower than other European markets such as Germany, France, and Italy. This indicates room for growth by positioning products for new consumption occasions.

The Health & Wellness mega-trend: Consumers aren't motivated to seek healthier Confectionery products, fearing a sacrifice in taste

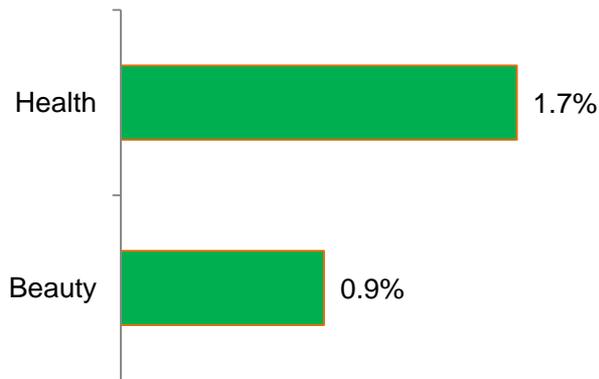


How the Health & Wellness mega-trend manifests in consumer behavior in the Confectionery Market



Health concerns have a low impact on Confectionery choices in the UK, influencing just 1.7% of consumption. Despite rising obesity levels and ongoing reminders from the media, the majority of consumers prioritize their need for indulgent treats above all else when choosing Confectionery products, with better-for-you products taking a back seat. Those who are overly concerned about the potential negative health effects of products in this sugar-rich sector usually avoid it entirely or limit their consumption to occasional treating, still opting for the most decadent products when they do indulge. Consumers fear that healthier options involve a sacrifice in taste, a trade-off that they are unwilling to make, and are sceptical of claims from manufacturers that they are reducing portion sizes in order to improve the healthiness of products, with consumers willing to shop around in order to get more for their money.

Extent that the trend influences consumer behavior



Product innovation example

Product: Orbit Complete with Xylitol
Manufacturer: Wrigley's



This product has been approved by the British Dental Health Foundation and the Irish Dental Association and is designed to clean teeth in-between brushings, to strengthen teeth and gums, stop acid attacks, rebuild tooth enamel, put a stop to plaque formation and freshen breath.

Manufacturers are focusing on innovative formulation, positioning, and packaging

Innovative **Global** launches in the **Confectionery** sector

Brand: Draft
Manufacturer: Jelly Belly
Launched: US, 2014
Trend: Experience Seeking; Fun & Enjoyment

Jelly Belly Candy Company introduced a new type of Jelly Beans under its brand Draft. These are available in beer flavor and are packaged in two different novel shaped packs: Beer Can and Beer Mug.

Brand: Mars Miniatures
Manufacturer: Mars, Incorporated
Launched: Germany, 2013
Trend: Busy Lives, Personal Space & Time

American food manufacturer Mars, Incorporated has launched a new sharing bag of miniature chocolate versions of its popular Mars bar. These are individually wrapped, adding convenience to consumers on-the-go as these miniatures can be transported to work or school.

Brand: Organic Hard Candy
Manufacturer: Torie & Howard
Launched: Canada, 2013
Trend: Ethics, Responsibility & Spirituality

Torie & Howard launched candies under its brand Organic that are derived from only certified organic fruits and ingredients. It is available in four different flavors: Pear, Pomegranate, Orange, and Grapefruit.

Brand: Pop Corn Pop
Manufacturer: Chuao Chocolatier
Launched: US, 2013
Trend: Fun & Enjoyment, Experience Seeking

Chuao Chocolatier's pop corn pop bar is a unique combination of buttery, salty popcorn and rich chocolate. Made with a mix of puffed whole grains, toasted corn chips, and popping candy, the product has a novel mouthfeel, creating a small popping explosion as it is eaten.



Manufacturers should offer quality, indulgence and experience, as well as optimizing packaging to encourage consumption

Experience Seeking consumers to drive exotic flavor products:

Consumers already view Confectionery as an indulgent treat, particularly in the Chocolate category but are looking for new experiences in products. Manufacturers should innovate and launch products with a variety of flavors which go beyond familiar varieties, combining decadent combinations, like savory with sweet - creating new flavor experiences for the consumer.

Products that offer new experiences can also be priced higher, allowing manufacturers to encourage consumers to trade up. This will be particularly the case with consumers over the age of 45, who are willing to trade up where they perceive value in doing so via the most indulgent and luxury experiences.

Brand: Chilli Dark

Manufacturer: Lindt Excellence

Lindt Excellence offers consumers the chance to experiment with new and exotic flavors. This product is a blend of rich dark chocolate and hot, red chilli and is aimed at the more adventurous palette.

The product maintains a luxurious image, not only because of its innovative flavor but also the card packaging. This will cause it to be particularly popular with consumers over the age of 45 and experience seekers.



This report is comprised of two data research programs

MARKET DATA

- **Method:** analyst triangulation of consensus numbers based upon comprehensive primary and desk research as part of an international research programme.
- **Coverage:**
 - 50 Countries fully researched
 - Category and segment breakdown
 - Eight channels
 - Value and Volume data
 - Internationally comparable data
 - 100% standardized definitions

CONSUMER DATA

- **Method:** extensive consumption surveys and consumer group tracking with strict age and gender quotas to ensure nationally-representative results.
- **Coverage:**
 - 10 Countries
 - 20 Consumer Trends
 - 26 Consumer Groups
 - Category breakdown
 - Integrated market sizing at the country and category level
 - Interim 2013 Consumer data generated by mapping 2013 Market size data onto 2012 Consumer data consumption values

Details on the methodology for both of these research programs can be found in the Appendix.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Savory Snacks Market

As an effect of the recessionary environment in the country, people are eating out less and entertaining more at home, engaging in indulgent snacks as an affordable treat to offer friends and family. Savory Snacks are relatively low cost, even for more premium offerings, making them an attractive way of treating oneself, regardless of the occasion.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Brazilian Dairy Food Market

Brazilians select Dairy products based on their ability to meet age-specific needs. This doesn't just apply to children, with older adults increasingly aware of their specific nutritional needs. Although poverty rates have declined rapidly in Brazil, the low income of many consumers means they will seek out the best value for money products.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Savory Snacks Market

The hectic lives of French consumers will continue to influence Savory Snack consumption in France, with time-scarce consumers looking for quick, convenient food solutions. French consumers are driven by the pursuit of pleasure and indulgence, with products that offer decadent flavors and textures experiencing demand as indulgent on-the-go treats.