

Five disruptive confectionery trends - and how color can help



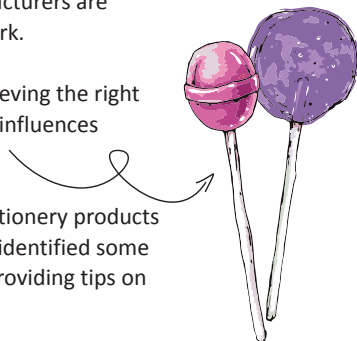
GROWING COLORS

EXBERRY®

From nostalgic favorites to cutting-edge new creations, manufacturers are tapping into the biggest confectionery trends to make their mark.

Color is a key factor in determining confectionery success. Achieving the right shade helps sweet treats to stand out on the shelves and even influences enjoyment of the flavor.¹

EXBERRY® by GNT has been supporting development of confectionery products with an array of stunning colors for decades. Our experts have identified some of the most important trends within the industry – as well as providing tips on how Coloring Foods can help to deliver consumer appeal.



1

Memorable marshmallows

Marshmallow manufacturers are looking to ensure their products appeal to adults and children alike by adding a sense of fun, with unexpected colors, shapes and textures.^{4,2} For example, some are using color to create flavor confusion, while vibrant fillings and coatings can provide further twists. Colorful seasonal launches and limited editions are proving popular too⁷, such as red and pink marshmallow products for Valentine's Day. EXBERRY® concentrates are an ideal solution to add clean-label color to marshmallows as well as their fillings and coatings.



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**2**

Far-out flavor experiences

Consumers today love to experiment with new flavors.⁸ In the US, 31% of consumers say they want to see more chocolate with unique sweet flavors, for example, while 29% want more chocolate with savory tastes.⁹ As a result, manufacturers are now exploring opportunities for exciting taste combinations. Salted caramel and chili chocolate are among the best established examples; shoppers are now also keen to experiment with further twists such as bitter and smokey tastes.¹⁰ Striking colors go hand in hand with new flavor experiences and, with a diverse array of clean-label shades available, EXBERRY® Coloring Foods present the perfect choice.

3

Functional ingredients in fashion

Healthier treats provide strong appeal to the shoppers of the future, with Generation Z consumers especially keen on functional benefits.¹⁰ These benefits have already proved particularly important in the gum and mint categories⁷, and other confectionery products are now getting in on the trend. From CBD-infused chocolate to candy offering a nootropic boost¹⁰, manufacturers are discovering ways to take their products to the next level. EXBERRY® is a plant-based coloring solution that can transform healthier treats' appearance without compromising on the label.

4 Golden oldies

From pulled chews to hard-boiled candies, demand for traditional confectionery remains high.^{2,7} However, while classic treats can bring back fond memories, ingredients such as artificial colors should be left in the past. Coloring Foods can help manufacturers recreate old-fashioned favorites while meeting modern demands for clean ingredient lists.



5 Plant-based picking up pace

With plant-based diets going mainstream, manufacturers are increasingly developing confectionery without animal products including colors such as carmine.^{2,3} The number of confectionery launches with a vegan claim saw a 24% average annual growth between 2014 and 2018.⁴ With interest in plant-based alternatives continuing to rise, some of the world's biggest brands are now changing their recipes to meet demand.⁵ Mintel suggests that, while there is huge potential in vegan sweets, there is a need for more transparency around the ingredients used.⁶ EXBERRY® Coloring Foods are made entirely from fruit, vegetables and plants, providing an ideal choice for any plant-based confectionery product.



¹ Spence, C. 'On the psychological impact of food colour' Flavour (2015) ² thefoodpeople 'Confectionery & Sweet Snacking'

³ Mintel 'Vegan Chocolate Moves From Margins To Mainstream' (2019) ⁴ Innova Market Insights 'Top Ten Trends For 2019 Confectionery' (2019)

⁵ Forbes 'Cadbury Plans To Make A Vegan Version Of Its Dairy Milk Chocolate Bar' (2020) ⁶ Mintel 'UK Sugar And Gum Confectionery Market Report' (2020)

⁷ Innova Market Insights 'Product Trends: Still Looking Sweet?' (2019) ⁸ Technomic '2019 Flavor Consumer Trend Report'

⁹ Mintel 'Bite-Sized, Functional And Premium Chocolates Gain Popularity In The US' (2018) ¹⁰ thefoodpeople 'Confectionery: Snapshot'



Lead the market with Coloring Foods

Based on the straightforward principle of coloring food with food, EXBERRY® concentrates are the perfect choice to ensure eye-catching visuals, widespread consumer acceptability and ultimately product success. Made from fruits, vegetables and edible plants without any chemical solvents, they meet the all-important clean-label declaration of coloring ingredients.

With a diverse array of shades available, EXBERRY® gives confectionery manufacturers the opportunity to create and deliver stunning, on-trend finished products with vibrant colors throughout the shelf life.

Discover the EXBERRY® advantage

EXBERRY® concentrates are valued across the globe for their ease of use, brilliance, performance and the vertical integration of the supply chain, which ensures full traceability, year-round availability and price stability.

Coloring Foods can bring your confectionery to life and inspire your future innovations. Contact your nearest GNT affiliate today to discover the EXBERRY® advantage for yourself.

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