

The biggest trends in better-for-you confectionery – and why color is key



GROWING COLORS

EXBERRY®

The better-for-you trend is transforming the confectionery market. To maximize candy's appeal, manufacturers now need to give consumers permission to indulge by incorporating healthier attributes.¹

Even so, confectionery products' taste and appearance remain crucial to their chances of success. Color is the first signal as to a product's quality and it can also play a significant role in how consumers interpret and experience the flavor.²

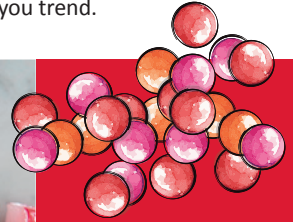
The experts at EXBERRY® by GNT have vast experience creating colorful confectionery with clean and clear labels. Here, they pick out five of the biggest trends in better-for-you candy as well as offering top tips on how Coloring Foods can help.



1

Find the **sweet balance**

Cutting down on sugar is a huge part of the permissible indulgence trend, with Innova Market Insights finding that 91% of consumers are at least a little influenced by sugar reduction claims.³ Research suggests color, particularly reds and pinks, can help by boosting perceptions of sweetness.⁴ EXBERRY® can provide vivid reds and pinks for anything from hard candies to chewing gum and – because they are made from fruit, vegetables and plants – they fit perfectly with the better-for-you trend.



**REDS AND PINKS,
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2

Immune claims make an impact

Covid-19 has created a renewed focus on immune health, with 67% of consumers worldwide now willing to purchase products that boost the immune system even when not suffering health problems.⁵ The trend is opening up greater opportunities for functional confectionery with immune claims, with FMCG Gurus finding that 77% of shoppers would pay a premium price for these products.⁶ Coloring Foods can achieve a diverse spectrum of shades in vitamin gummies and other functional candy products. Oranges, yellows and purples, for example, can be used to help to showcase vitamin C-rich flavors such as orange, lemon and acai berry.

3

Organic on the up

Organic was among the top three product claims for confectionery in 2019⁷ and, since the arrival of the pandemic, demand for organic food and drink has surged.^{8,9} Organic products are seen as healthier and more sustainable¹⁰ – but there can also be a perception that they look dull and unappealing.¹¹ EXBERRY® Organics shades are ideal for a wide range of eye-catching organic confectionery products, from marshmallows with pastel blues or purples to vibrant red, yellow or orange pulled chews.

4 Success through cutting stress

The brain often craves confectionery when stressed¹², so it is perhaps little surprise that research shows 75% of US consumers believe chocolate and candy are integral to emotional wellbeing.¹³ In recent times, manufacturers have been taking these benefits to the next level by adding stress-busting botanicals and CBD to treats including dragees and pastilles. EXBERRY® can boost these products by adding colors that have been shown to have a calming effect such as blues and greens.¹⁴

5 Plant-based continues to thrive

Confectionery launches featuring a vegan claim saw a 17% CAGR between 2016 and 2020, while those with a plant-based claim more than doubled in 2020 alone.¹⁵ There is good reason for this – plant-based products are not only seen as healthier and more ethical but also more sustainable.¹⁶ FMCG Gurus research shows 45% of consumers worldwide changed their diets to become more environmentally friendly in the two years up to 2020, with 42% of those respondents reducing or eliminating dairy, 22% switching to vegetarian diets and 10% becoming vegan.¹⁷ EXBERRY® colors are made from fruit, vegetables and plants that are grown by farmers in our vertical supply chain in accordance with our sustainable agricultural practices. They are a hugely popular choice for plant-based confectionery. EXBERRY® reds, for example, are now widely used to replace the insect-based carmine, providing bright, plant-based shades in everything from lollipops to jellybeans to pressed tablets.



VEGAN



KOSHER
PROCESSING



HALAL
PROCESSING



¹ Mintel 'A year of innovation in sugar & gum confectionery' (2020), ² Shankar, M.U. et al. 'The Influence of Color and Label Information on Flavor Perception' Chemosensory Perception (2009), ³ Innova Market Insights 'Cutting sugar and boosting protein in 'better-for-you' sweet treats' (2021), ⁴ Spence, C. et al. 'On tasty colours and colourful tastes? Assessing, explaining, and utilizing crossmodal correspondences between colours and basic tastes' Flavour (2015), ⁵ FMCG Gurus 'What's Next for Immune Health in 2021?' (2021), ⁶ Confectionery Production 'Spotlight: Consumers seeking functional confectionery to boost immune system' (2020), ⁷ Euromonitor 'Leveraging Product Claims to Build a Successful Brand Strategy' (2020), ⁸ Ecovia Intelligence 'Organic Foods Getting Coronavirus Boost' (2020), ⁹ Soil Association 'Organic sees highest growth in years' (2020), ¹⁰ Mie, A. et al. 'Human health implications of organic food and organic agriculture: a comprehensive review' Environmental Health (2017), ¹¹ Xia, T.C. 'Perception of consumers towards organic food: A review' International Scholars Journals (2016), ¹² Scientific American 'Why Do We Crave Sweets When We're Stressed?' (2019), ¹³ Food Ingredients First 'Sweet relief: US consumers find joy in confectionery amid COVID-19 stress' (2020), ¹⁴ Kurt, S. 'The Effects of Color on the Moods of College Students' SAGE Open (2014), ¹⁵ Innova Market Insights 'Plant-based confectionery to gain ground in 2021' (2021), ¹⁶ Bryant, C.J. 'We Can't Keep Meating Like This: Attitudes towards Vegetarian and Vegan Diets in the United Kingdom' Sustainability (2019), ¹⁷ FMCG Gurus 'Top Trend: Plant-Life Explored' (2020), ¹⁸ Mintel 'Food colours can thrive in the eat with your eyes era' (2019)



Aim higher with Coloring Foods

With artificial and even so-called 'natural' additive colors now facing growing scrutiny, demand is rising for food ingredients that provide intrinsic color.¹⁸ EXBERRY® Coloring Foods are the perfect choice. Made from edible fruit, vegetables and plants using physical processing methods and no chemical solvents, they can provide shades from across the rainbow for almost any confectionery application.

Coloring Foods can be included on ingredient lists in a way that is easy for consumers to understand, providing a future-proof solution based on the straightforward principle of coloring food with food.

Discover the EXBERRY® advantage

GNT is the global market leader in Coloring Foods, with the knowledge and experience to help customers through every step of the commercialization process.

The raw materials used in EXBERRY® products are fully traceable and non-GMO, grown by farmers working as part of our vertically integrated supply chain. This approach ensures we can maintain our rigorous quality and sustainability standards as well as year-round supplies and price stability.

There has never been a better time to make the switch to EXBERRY®. If you want to find out more about technical considerations and how Coloring Foods can help you achieve your vision, get in touch with your nearest GNT affiliate today.

EXBERRY.COM

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