

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

[Use of this material is subject to caution.](#)

Fruit confectionery – Many opportunities

Market driver that provides many opportunities

- Suppliers of fruit confectioneries have many opportunities to raise sales from products that are appealing to the consumers in the **indulgence** and **convenience** market segment.

Specific opportunities

- If suppliers of these products introduce appropriate product innovations in product flavor, shape, size, etc., this product line has the potential to expand its market share as a fruit snack line extension. Other opportunities include product innovations in upscale and gourmet product lines that include all-natural premium fruit confectionery products.
- Packaging innovations, especially packaging designs aimed at young adults will play an important role in promoting sales.
- Suppliers can use a wide range of retail distribution outlets for their products. Supermarkets will remain potential outlets for these products. These products, as a healthy alternative, may continue to attract customers in these stores.
- Mass merchandisers will provide an opportunity especially for large size packages or multi-packs or for confectioneries that have high occasional demand.
- Specialty food markets and convenience stores are also suitable retail channels for fruit confectioneries. Given the increasing number of new confectionery products entering the market through these channels, the stores may face space allocation problems. But fruit confectioneries are expected to be competitive in these stores.
- Fruit confectionery products can benefit from wide distribution using various outlets other than traditional food retailers (e.g., dollar stores, vending, bookstores, video stores, etc.).
- Another market trend that will be beneficial for suppliers is the creation of seasonal or occasional products or to add gifts or other products through co-branding to increase the products' appeal to the customer. Tie-ins with occasional events or popular characters or movie tie-ins can be some of the features that provide opportunities for suppliers.

New product examples

- Liberty Orchards – Fruit Medley as dried apples, cherries, apricots and blueberries in creamy chocolate and packaged in 5 oz. carton.
- Affy Tapple – Affy Tapple Caramel Apples, apple and caramel, 3 ct. pack.
- Elegant Gourmet – Grace gourmet line, caramel apple bark, milk chocolate, caramel and dried apples, 8 oz. flexible package.
- Joseph – Joray Sour Apple Fruit Roll
- Boston Fruit Slice & Confectionery – Boston Fruit Slices, 13 flavors (raspberry, lemon, orange, grape, peach, etc.).

Special issues

- The fruit confectionery market is highly segmented and diversified.
- Also, some consumers appear to be loyal to specific flavors and brand products.

Key to success

- Fruit confectioneries encourage healthier eating by being low-carb, low-calorie, low fat, etc. compared to sugar and chocolate confectioneries. Suppliers who can offer variations in flavor, filling, texture, shape and package will have indulgence and convenience driven product development opportunities. A continuous demand for confectioneries by young consumers will also provide selective opportunities for suppliers.

Sources

Mintel, Global New Product Database. <http://www.gnpd.com>.

_____, Sugar confectionery, US, May 2004.