

## **MSU Product Center**

*For Agriculture and Natural Resources*

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### **Fruit confectionery - Overview**

#### **Products included in this product line**

- This is a highly segmented product line. For the purpose of this report, fruit confectioneries are fruits sweetened or coated with sweets, sweets filled with fruit concentrates, fruit juices, etc., and other sweets and mixes flavored with fruit juices, purees, concentrates, etc.

#### **General market trend and information**

- Sales in fruit confectionery have shown a slight increase in recent years. In 2003, sales through supermarkets, mass merchandise stores and foodservice outlets have been estimated at \$60 million. This was 2% higher than sales in 2002.
- Concerns over health and rising obesity rates have heightened awareness of sugar, fat and carbohydrates. Many companies are now creating sweet confectioneries with less sugar, carbohydrates, calories, etc. to encourage healthier eating. As a result, fruit confectioneries are becoming one of the new product trends that are growing in the confectionery sector.

#### **New product trends**

- In 1999-2003, the number of new fruit confectioneries introduced has jumped from 232 to 881. Companies entered this line of production by introducing product innovations that use fruit mixes as substitutes to chocolate and candy confectioneries.
- The fruit confectionery products are currently entering the market partly as fruit snack extension. There are some products especially designed for school children. Some of these products even claim to be organic.
- The new products have different forms and appearances. Many products are coming as fruits coated or sweetened with sugar or edible coloring. Some are sweets filled with fruit concentrates, fruit juices, etc. There are also sweet bars mixed with fruits.
- Packaging plays an important role in marketing fruit confectioneries. Most of the items are currently available in flexible packs and companies are becoming more and more innovative to introduce packages with new features and shapes. Pop out packs and resealable packages are now common. Some companies have even gone further and create products that are tied to special occasions. Some companies are introducing products shaped in different forms and designed to attract mainly children and young adults.

#### **Manufacturing and distribution issues**

- There are many private-label confectionery products. But the market for fruit confectioneries is not saturated and manufacturers can increase sales from private label products.

#### **Overall assessment of opportunities**

- Fruit confectioneries encourage healthier eating by being low-carb, low-calorie, low fat, etc. compared to sugar and chocolate confectioneries. Suppliers that can offer variations in flavor, fillings, texture, shape and package will have better opportunities to raise sales. A continuous demand for confectioneries by young consumers will also provide selective opportunities for manufacturers.

#### **Sources**

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

\_\_\_\_\_, Sugar confectionery, US, May 2004.