

# New figures reveal worldwide growth in sugar-free candy

**BENEO-Palatinit** has welcomed the results of the latest candy market data which has revealed a worldwide increase in the consumption of sugar-free candies.

The company believes that these results reflect the global trend of consumers increasingly opting for healthier products amid fears about obesity-related problems. In addition, BENEOPalatinit predicts growing demands for 'next generation' candy, confectionery with additional health benefits for physical and mental wellbeing.

Since 2007, sales of sugarless sweets have risen by 18% in the UK, bringing the sugar-free market to 11%. France has seen an increase of 11%, increasing the total market share to 35%, while sales of sugared equivalents fell by 5%. Sales in Italy and Australia have increased by 9 and 10% respectively, while in Germany the sugar-free market has increased and the sugared market has remained static. Of all the countries in the survey, Spain now has the largest sugar-free market with 50% of the candies sold containing no sugar.

Commenting on the latest figures, Sabine Wetzel, market research manager at BENEOPalatinit said: "While these results are in line with current consumer health concerns, sugar-free products have also been significantly improved in recent years in terms of taste, colour,



texture and the choice of products available. Although consumers are looking for healthier alternatives they do not have to compromise on taste."

Consumer blind tests have shown that candies with BENEOPalatinit's Isomalt are often considered 'more fruity' and the majority of the testers even preferred the sugar-free Isomalt candy over the sugar version. Isomalt is derived from a pure beet sugar and therefore has a mild, sugar-like sweetness and taste, but with more scope for flavour development.

Studies in Germany have shown that consumers are increasingly looking for more health benefits in sugar-free candies, and existing concepts like enhanced vitamins in candies are being expanded.

"According to international research consultants at Reuters Business Insights, trends relating to wellness will continue to grow, namely relaxation, energy and beauty. At BENEOPalatinit, we believe these will also apply to the candy market, prompting the creation of what we are calling 'next generation' candy with values such as improved mental performance or digestive health. Even beauty benefits like a pleasing scent can be delivered via candy in the future. And of course, a candy which is positioned in the health and wellness segment will always need to be sugar-free," said Wetzel.

We are proud to say that we believe that we have become the market leaders in the UK for choice of Sugar Free and No Added Sugar products with our comprehensive selection.

You will find 30 pages of Sugar Free and No Added Sugar products in this catalogue.

This range of products is targeted at diabetics, people with food allergies and intolerances, people making lifestyle choices with respect to food, those who wish to avoid hidden ingredients, people who prefer Kind To Teeth products (especially for their children) and those who simply prefer to eat Sugar Free products.

## General Important Information

Most Sugar Free and No Added Sugar products in this catalogue are suitable for diabetics or as part of a controlled diet. However, as there are several different types of diabetes, we cannot say that this applies to all diabetics. All consumers need to consult their doctor or dietician if in any doubt at all.

All consumers should conduct tests to determine the suitability for their specific needs.

Most of our Sugar Free and No Added Sugar products are sweetened with Maltitol, Xylitol or Isomalt, which contain less calories than sugar.

All products are made with high quality ingredients and therefore they taste just as good as alternatives containing sugar.

Detailed ingredient lists, nutritional information and used-sweetener lists for most Sugar Free and No Added Sugar products are available from the office.

There is also some information about Maltitol and sugar substitutes in these lists