

Going GUMMY

\$5 billion. That's how much the chewy candy market is expected to reach by 2022 – a 16% increase from 2017. It's a flexible format with wide open market opportunities. Whether you're developing a brand-new gummy product or exploring ways to improve your existing line, the opportunity is real. The best part? No matter your challenge (Clean label? Sugar reduction?), custom taste solutions are at your fingertips.

Let's look at what's going on in gummies, and the best way to move forward for your brand.



GUMMIES GROW UP



● ADULTS

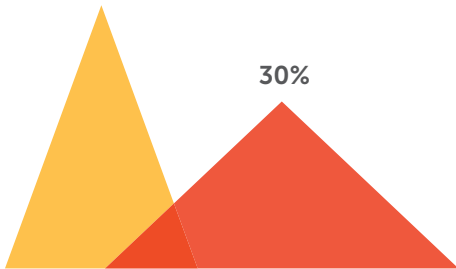
82% of US adults indulge in non-chocolate confectionery



● ADULTS

41% of adults who consume gummies - leaving plenty of opportunity to get grown-ups to go gummy.

47%



30%

MAKE IT MINE

Millennials treat themselves to:

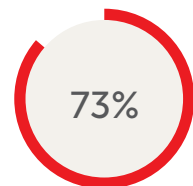
- BOOST THEIR MOODS
- SHARE IT ON SOCIAL MEDIA

They're craving Insta-worthy gummies in a never-seen-it-before variety.

BRING THE FUN

32%

Sales of chewy confectionery have grown 32% from 2012-2017. Why? Creative shapes, flavors and sizes are giving consumers lots of feel-good ways to personalize their candy indulgence.



73%

ALL ABOUT INDULGING

73% of consumers buy a treat simply "because they want one".

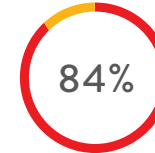
CLEAN CONFECTION WITH A HEALTHY HALO



11.7%

● GROWTH IN CLEAN LABEL CANDY

The category has seen the 2nd highest growth of any category, second only to salty snacks. For consumers, clean equates with health. Natural flavors with consumer-friendly labels will contribute to a stand-out gummy.



84%

● CONSUMERS WHO WANT TO REDUCE SUGAR INTAKE

And if you're a gummy, that might present a sticky situation. How do you meet taste expectations and deliver for consumers prioritizing health?

YOU DESERVE MORE. LET'S GET STARTED.

Craving a deeper dive? Want to know exactly how to capitalize on the gummy market? Our free gummy presentation will fully equip you to take advantage.

Email Market Manager Julie Laughter at JLaughter@fona.com and we'll get moving.

FONA FAST

Got a gummy concept in the works? Or have an idea for a gummy that you're sure will end up in your consumer's cart? Get in line. Given the expected growth of the chew and gummy market, consumers are going to have a lot of choices. Clearly, the race for gummy is on.

You won't find a more experienced flavor house than FONA when it comes to gummies. Yep, we said it. And we stand by it. Sugar reduction tanking your taste? We got you covered. Need the right label for a clean label? Count on it. Our expertise extends across gelatin, pectin and starch and into the masking and modifier know-how that is critical for consumer acceptance. Contact us today and your gummy will be on the market faster than you can say "Go go gummy."

Sources: Candy Industry Magazine; Mintel; Nielsen

