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Innova Market Insights

# Insights on Sugar Confectionery - Middle East & Africa

2023



# Methodology

## Analysis & Parameters

- Analysis is performed based on new product launches tracked on the Innova Database
- Geography: Produced in the Middle East and Africa
- Time Frame: 2018-2022, Product examples as recent as possible
- Category: Sugar confectionery
- Subcategories: Fruit Flavored Snacks, Gum, Gummies/Jellies, Hard Candy, Licorice, Lollipop, Marshmallow, Medicated Confectionery, Mints, Mixed Assortments, Other Sugar Confectionery, Toffee and fudge

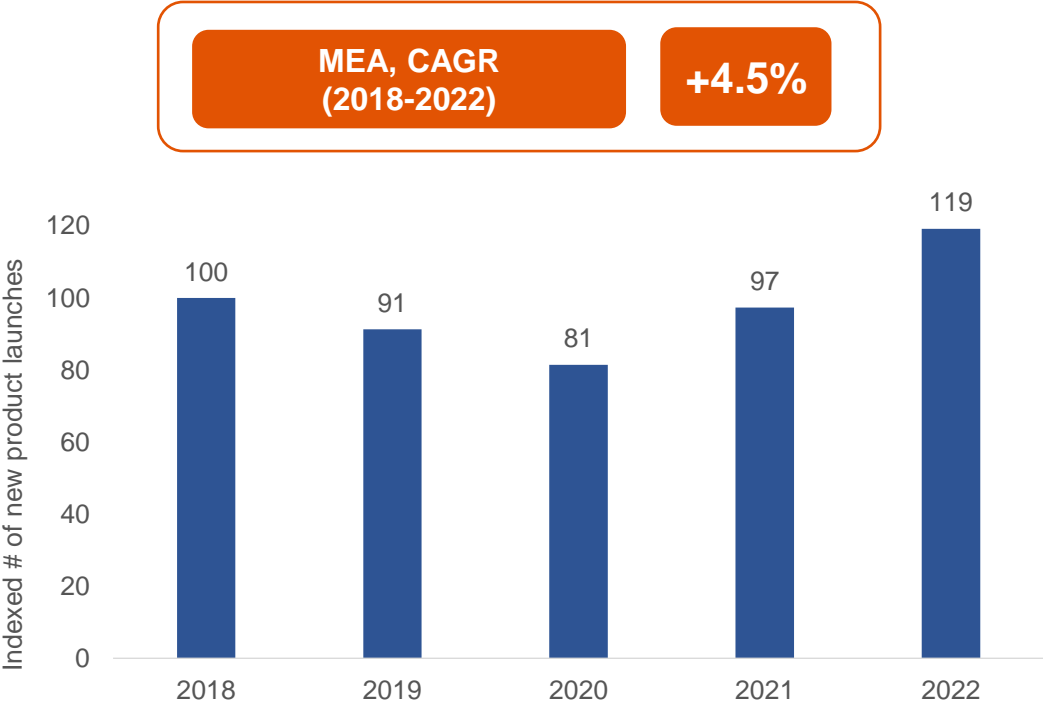
## Abbreviations & Notes

- CAGR = Compound Annual Growth Rate
- NPD = New Product Development
- F&B = Food & Beverage
- MEA= Middle East & Africa
- Shelf Snapshot products are excluded

# Sugar confectionery launches in MEA show positive growth

Sugar confectionery launches are gaining potential

**Figure |** Indexed number of new sugar confectionery launches tracked (Middle East & Africa, 2018-2022; Index 2018 = 100)



**Amajoya: Red Velvet Flavoured Candy With White Chocolate Flavoured Centre**

South Africa, Aug 2023

Claims: Certified halal. Contains real dairy.



**Hun Kakaolu Kurek Helva: Tahini Halva With Cocoa**

Turkey, Sep 2023

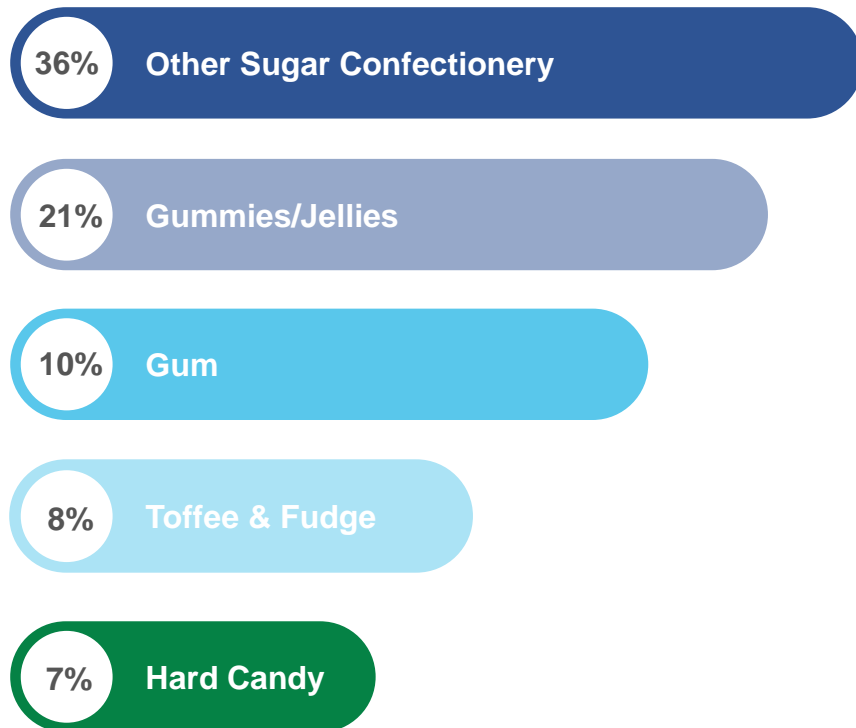
Description: Tahini (57%) halva with cocoa in a 400g plastic tub.

Claims: Natural source of fiber.

Source: Innova Database

## 'Other' subcategory is leading launches in sugar confectionery

**Figure |** Top subcategories as a percentage (%) of new sugar confectionery launches tracked (Middle East & Africa, 2022)



### Peels Honeycomb Rock

South Africa, Sep 2023

Claims: Proudly made using South African honey. Made using Badger-friendly honey. Certified Halal.



### Haribo Squishy Softy Cube Jellies

Tunisia, Aug 2023

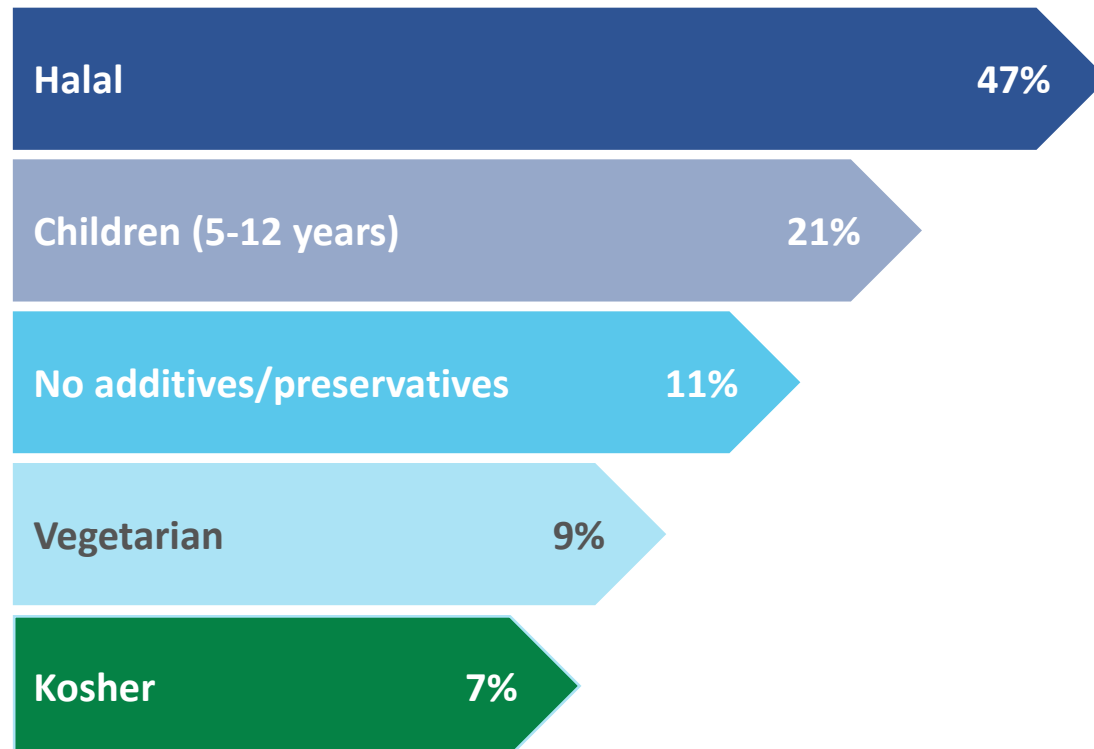
Claims: Certified halal. Contains colors from real fruit and plant extract. Green Dot Certified. Recyclable packaging.

**Source:** Innova Database; **Note:** Other sugar confectionery subcategory includes nougat, liquids & sprays, taffy, popping/dipping candy, foam candy, Turkish delight, marzipan jelly beans, malt candy (excludes malt chocolate products), milk candy, kefir, halva, halwa, meringue confectionery, fondant (excluding chocolate fondant) and any other sugar confectionery not included in the other confectionery subcategories.

# ‘Halal’ claim leading sugar confectionery launches in MEA

Nealy 1 in 2 sugar confectionery launches has Halal claim

**Figure |** Top claims as a percentage (%) of new sugar confectionery launches tracked (Middle East & Africa, 2022)



**Woolworths Food Lightly Dusted Apple Flavored Fabulously Fruity Ducklings**

South Africa, Sep 2023

## Claims

- Certified **kosher**
- Certified **halal**
- Suitable for **vegans**
- Suitable for **vegetarians**
- Azo coloring and tartrazine free
- Made with real fruit concentrate

**Source:** Innova Database



# Strong growth of 'No Added Sugar' claim

+97%\*

.... average annual growth in new sugar confectionery launches tracked with '**No added sugar**' claim (Middle East & Africa, CAGR, 2018-2022)



## Papillon No Added Sugar Halva

Tunisia, Aug 2023

Claims: **No added sugar**. Premium quality.



## Freshmark Padkos Mixed Berry Fruity Bears

South Africa, Aug 2023

Claims: Preservative-free. Very high in vitamin C. **No added sugar**. Great flavor quality.



## Freshmark Padkos Plus Rooibos Tea Fruit Cubes

South Africa, May 2023

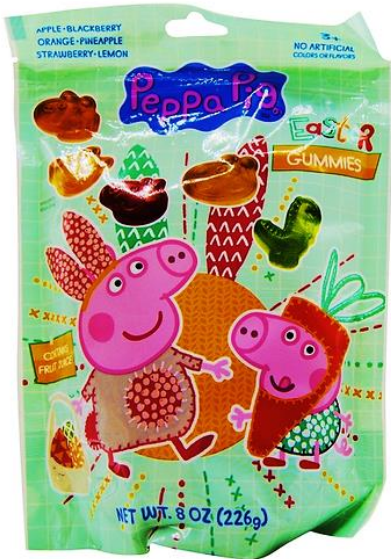
Claims: **No added sugar**. High in dietary fiber. Vegan friendly - no gelatin. No artificial colorings, flavorings or preservatives.

Sources: Innova Database

Note: \*Growing from a very small base

# Spotlight on the fastest-growing claims

## Seasonal – Other



+38%\*

### Peppa Pig Easter Gummies

United States, Apr 2023

Claims: No artificial colors or flavors. Contains fruit juice. **Easter edition.**

## Vegan



+25%\*

### Koska: Chocolate Coated Orange And Lemon Turkish Delight

Turkey, Sep 2023

Claims: Suitable for vegetarians. Green Dot Certified. V-label **vegan** logo.

## Indulgent & Premium



+23%\*

### Aljameel Halva Plain

Saudi Arabia, Jun 2023






Claims: Certified halal. **Premium quality: the original recipe.** GMO-free. The best choice.

**Source:** Innova Database

**Note:** \*%CAGR calculated from 2018 to 2022, Middle East & Africa (\*claims with less than 10 product launches in 2022 & claims with no product launches in any of the 5 years are excluded)





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