

## **Confectionery Fillings Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The global confectionery market is projected to reach a CAGR of 6.2% during the forecast period (2022-2027).

The confectionery filling market was impacted due to the COVID-19 pandemic, including supply-side issues linked to quality and certification. The public sector is providing support to strengthen partnerships and relationships between fine cocoa producers and chocolate companies to enhance the resilience of marketing infrastructure. However, as people nowadays prefer on-the-go snacks with higher protein, confectionery-filled chocolates are on a growing stage, and e-commerce orders for groceries and other essentials have accelerated the growth of the market.

Confectionery chocolate lovers around the world are placing more emphasis on quality, owing to increasing health concerns and the surge in wanting to indulge in fine flavors. They are willing to pay extra for chocolate products that meet their demand. The consumer's paradigm shift toward high-quality confectionery products, such as single-origin chocolates, organic chocolates, handmade chocolates, artisan chocolates, and other chocolate products, is a major factor driving the chocolate market across the world.

Confectionery Fillings Market Trends

Growing Demand for Flavoured Confectionery Filling Products

The consumer trend pertaining to better-for-you snacks gives candies, gums, chocolates, and snack bars made with functional ingredients an opportunity to scoop up their shares in the health and wellness product categories.?? Functional confectionery continues to grab the interest of both companies and consumers who are looking forward to newer and value-added products.?

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Thus, companies operating in the market are adding healthy ingredients to their brands in an effort to differentiate themselves from the rest.?

Confectionery companies are formulating products with chia seeds, pomegranates, and sea salt.?Sea salt and super fruits have shown continued growth in the functional confectionery category, as candy makers use on-trend ingredients, like pomegranate, cranberry, and acai, in innovative ways. ?? ? One of the most popular vehicles for functional ingredients is gum, which is being utilized for its appeal as a unique delivery system. Gums also improve the delivery of healthy ingredients. Mints and gums are also becoming popular sources for providing energy-based health benefits. Functional gum and mint products have focused on benefits, such as cavity prevention, mouth cleaning, and teeth whitening.?? The increasing innovation in the functional confectionery sector is leading to growth in the market.

#### Europe Holds the Major Share

An increase in the working population in Europe is changing the food trend of the consumers, which is increasing the demand for bakery and confectionery products which in turn increases the demand for confectionery filling. Rapid growth in the chocolate industry in the Europe region is a factor growing the confectionery filling market as well.

The country has a high preference for EU-produced chocolates, which was earlier relying on Ukraine. Germany is one of the largest suppliers of chocolate to Russia.?On the other hand, snack bar consumption volumes in the Russian Federation have been rising, with increasing healthy eating in the natives. The Russian snack bar market has been driven by the huge demand for special offerings which are GMO-free, gluten-free, and devoid of artificial preservatives, dyes, flavors, and emulsifiers. For instance, Bite, which is a Russian domestic brand in fruit and nut bars, has been offering products that are completely natural, sugar-free, and enriched with protein, fiber, omega-3, and omega-6 fatty acids.

#### Confectionery Fillings Market Competitor Analysis

The confectionery market is fragmented with the presence of both regional and international players such as ADM, Barry Callebaut, Danisco, Zeela India, etc. The major players are continuously focusing on product innovation. Furthermore, manufacturers in the market studied have been largely focusing on chocolates for special occasions, such as Valentine's Day, Easter, and Christmas, by offering special chocolates in different colors and shapes, matching the theme of the celebration.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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