

# The Grocer

**Focus On: Confectionery: sugar, mints & gum**

By Alice Leader ([alice.leader@thegrocer.co.uk](mailto:alice.leader@thegrocer.co.uk))

**Publishing:** 4 July 2026

**Advertising deadline:** 19 June 2026

**Submissions deadline:** 12 June 2026

Intro: Increasingly, confectionery is being aligned with wellbeing. From gums with functional benefits to sweets with “natural” and “plant-based” claims, suppliers are innovating and marketing their products to lure health-conscious consumers and meet tightening HFSS rules.

**Advertising ban:** Category impact

- How have sweets brands been impacted by the online ad ban on LHF's?
- Which channels have they diverted their marketing spend to and why?
- How important a role is retail media playing in the category?
- Are any brands advertising on TV post-watershed?

**HFSS-compliant sweets:** Suppliers innovate to dodge HFSS legislation

- Which HFSS compliant products have launched in the past 12 months?
- How are they marketing themselves to lure health-conscious consumers?
- Which on-pack claims are resonating?

**Chewing gum:** Wellbeing benefits

- How are established brands repositioning themselves to align with wellbeing benefits?
- Which new launches come with functional benefits?
- Are these claims landing with shoppers?

**Halal sweets:** Gelatine-free innovation

- Which brands are marketing themselves as halal?
- Why is this a major growth opportunity?
- Is halal messaging understood by non-Muslim consumers?

**Nostalgia:** Classic flavours reimagined

- How are suppliers cashing in on shoppers' love of nostalgia?
- Which have been the standout pieces of innovation?
- Is health a consideration of this trend or is it more about comfort?

**Global flavours:** Travelling through taste

- How is the category being influenced by trending global cuisines?
- How are retailers responding for shoppers' demand for Far Eastern treats?
- Which formats and flavours are set to be the next big thing?

**Seasonal events:** Driving incremental sales

- Which seasonal events offer growth opportunities for confectionery?
- As the price of chocolate soars, how are sugar confectionery brands luring shoppers at Easter and Valentine's Day?
- What have been the most impactful seasonal innovations?

**Freeze-dried candy:** Life beyond TikTok

- To what extent has freeze-dried candy shown it has longevity?
- Which brands have been able to capitalise on the format?
- Have any new iterations hit the market in the past 12 months?

**Brand spotlights:** We will profile two brands making an impact in the category. Please provide strong hi res images.

**Innovations:** We will profile eight new products or ranges. We need launch date, rsp, and a hi-res picture of each.