

# The Grocer

Digital Feature: 10 things you need to know about...Confectionery

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## 1. Consumer research

We quiz Brits on their attitudes to chocolate. Do they care about calories? And, if so, who feels guiltiest after eating chocolate? We find out...

## 2. Creative challenge

It takes something very special to stand out in the confectionery aisles. We task a creative agency with using coconut, vegetable and botanical flavours to do just that. Stay tuned to see what they come up with!

## 3. Top 10 global innovations

We scour the globe, with the help of Mintel, to fine the most innovative confectionery launches from the past year.

## 4. Honeycomb video

Could honeycomb be the next big thing in premium confectionery? The Grocer visits The Mighty Fine Honeycomb to find out...

## 5. Meet the buyers

Everyone knows it's know what you know but who you know in grocery. We quiz buyers from some of the UK's biggest grocers on how the confectionery market will shape up over the coming year.

## 6. Grocery shrink ray

The round pound price point remains key in the confectionery market – but are consumers getting as much chocolate for the money as they used to?

## 7. Premium growth

Premium brands are bringing in outperforming the market with huge growth in sales over the past year. So, who's coming out on top? And, what does this mean for the rest of the market?

#### **8. Blocks and sharing growth**

Sharing bags and blocks are driving much of the category's growth. How come? And, are Brits actually sharing them or scoffing them ourselves?

#### **9. Banned confectionery from around the world**

Kinder Egg recently got banned from Chile. We take a look at which other confectionery favourites have been banned from countries across the globe.

#### **10. From day to night**

The key time Brits munch on confectionery is changing, so what's driving this? We find out. Does the nation's Netflix habit have anything to do with it?