

# Sugar Confectionery in the US

July 2023

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## Sugar Confectionery in the US - Category analysis

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#### 2023 DEVELOPMENTS

Novelty dominates, while classics hold steady  
Strong consumer desire to quell coughs  
Mints struggles to regain pre-pandemic volumes

#### PROSPECTS AND OPPORTUNITIES

Innovation and novel developments set to drive growth  
E-commerce will continue to grow its share of sugar confectionery  
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