

Sugar Confectionery in Hong Kong, China

August 2023

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2023 DEVELOPMENTS

Medicated confectionery recovers quickly due to the increased attention paid to health and wellbeing

Health and wellness trend shapes the development of pastilles, gummies, jellies and chews

New product development continues to drive growth

PROSPECTS AND OPPORTUNITIES

Brands are getting ready to capitalise on the need for premiumisation

Brands likely to continue their efforts in terms of flavour innovation, while also continuing to explore other forms of new product development

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