

# Sugar Confectionery in Canada

July 2022

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## Sugar Confectionery in Canada - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Medicated confectionery and mints remain the main drivers of growth, as sugary treats increasingly fall foul of health-conscious consumers

Rising interest in health and wellness poses a challenge to manufacturers of sugar confectionery

Leader Cadbury launches new flavours in an effort to refresh venerable brands

#### PROSPECTS AND OPPORTUNITIES

Increased mobility will drive strong growth in sales for mints and medicated confectionery

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