



Caramel  
grows up as a  
*classy*  
adult treat



**A category bound  
for strong growth**

Caramel is one of the **fastest growing** confectionery categories (Volume CAGR 2020-2023, Euromonitor).



**The journey towards more  
premium products**

The number of new product launches with a higher pack price is **rising globally**, while low-price product launches are declining.



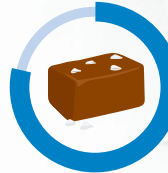
**An established  
classic flavor**

Caramel is the **third most popular flavor** behind hazelnut and almond, featuring in **8.8%** of global chocolate confectionery launches over the past three years (Sep 2017-Aug 2021, Mintel).

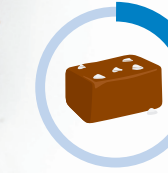


**In the global  
spotlight**

Salted caramel is the **fastest growing flavor** in chocolate confectionery (Sep 2017-Aug 2021, Mintel).



In the UK, **64%** of sweet-eaters would be happy to receive **premium sweets** as a gift instead of chocolate, rising to an impressive **78%** among consumers aged 25 to 34.



**30%** of US confectionery consumers say the wider availability of **sophisticated products** has inspired them to eat more candy.

*Sophisticated,  
adult-oriented*  
confectionery products  
make great  
*gifts*  
–and they're in demand

AAK is your partner for turning the potential into ***premium*** caramel products

How to create **innovative** products with **high quality**

#### Go for a healthier solution

**High-quality** ingredients and **healthier formulations** based on non-hydrogenated, non-trans and low-saturated fat are crucial to consumer purchasing decisions at the premium end of the confectionery market.

#### Target new trends

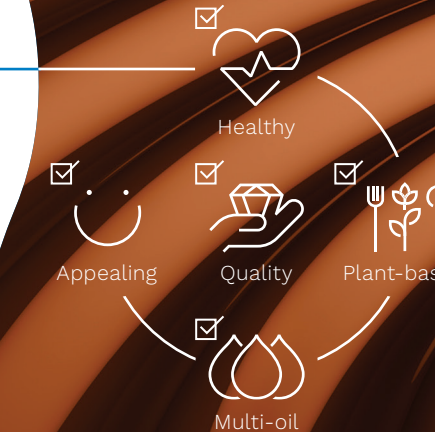
Demand is rising for **plant-based** products and **vegan-friendly** versions of existing confectionery brands. By taking this trend on board, premium confectionery manufacturers can ensure their products have the widest possible appeal.

#### Respond to consumer perceptions

Consumers demand alternative fats that they regard as **healthier**. For example, a switch to specialty coconut fats is one way to meet perceptions of an exclusive product with a consumer-friendly label.

#### Stay appealing

Consumers seek healthier, more sustainable options with no compromise in **taste, appearance, and texture**.



*Caramel* is enjoying a ***burst*** of popularity... and it's set to continue