EXCITING PRODUCTS, LATEST TRENDS, EXPERT ADVICE

2025

CONFECTIONERY & CHOCOLATE BUYER

From the publishers of SPECIALITY FOOD



GIFT THE EXCEPTIONAL

Anthon Berg's unique liquor-filled chocolates are a gift that add a touch of luxury to any celebration. Discover the unique seasonal collection on page 12.

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WELCOME TO CONFECTIONERY & CHOCOLATE BUYER



Welcome to the 2025 edition of *Chocolate & Confectionery Buyer*: our annual ode to all things sweet.

Indulgence comes in many forms, especially now with innovation rife across the sector and the British shopper's definition of high quality becoming more nuanced than ever before. Sustainability is a strong selling point in the confectionery sector right now, as conscious consumerism continues to grow, and adventurous palates are seeking new twists on classic favourites.

In this publication, we highlight the products worth stocking now and why, share some need-to-know industry insight, and meet the people and products making waves in the sector.

I hope you find this edition insightful, and that inspires you to maximise the chocolate and confectionery opportunity in 2025 and beyond.

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REFRESHINGLY UNIQUE



Chocolate and mint is a well-loved combination, but Summerdown's range has a special detail that makes it stand out from the crowd...

The combination of mint and chocolate is a timeless classic, but Summerdown's peppermint chocolates stand out because of their unique ingredient: the single-estate Black Mitcham peppermint, grown, harvested and distilled on their regenerative family farm in Hampshire. This rare variety, once native to England has been lovingly revived by Summerdown. The result is a pure, vibrant peppermint oil that delivers a cooling, aromatic intensity unlike anything else on the market. Combined with rich, responsibly sourced dark chocolate, it creates a distinctive taste experience –crisp, clean and unmistakably British.



Summerdown's range celebrates this signature peppermint across a variety of chocolate treats. Their classic collection includes luxury boxed peppermint chocolates including favourites like peppermint creams, crisps, dominoes and thins – all elegantly packaged and perfect for gifting or a self-treat. Their Heritage collection of fondants and crisps are made using a darker chocolate and are individually wrapped. Mint lovers can also choose from velvety truffles, their Ultimate mint chocolate collection selection box and a range of three chocolate bars which are perfect to snap and share.

Summerdown's products are loved by a wide range of customers around the world, particularly those who value the best quality ingredients and want to make sustainable choices. Many are drawn to the business's commitment to British farming and its focus on provenance. The brand appeals to discerning chocolate lovers, ethical shoppers and those seeking thoughtful gifts.

What truly sets Summerdown apart is their team's passion and dedication to creating best-in-class chocolates – from growing the peppermint to sourcing the finest ingredients and packaging. It's a celebration of British heritage, nature and flavour, wrapped into every product.

> "Black Mitcham peppermint creates a distinctive taste experience – crisp, clean and unmistakably British"



THE REAL GIFT IS IN THE MAKING

The love of the craft is at the heart of confectionery, says Richard Parson, managing director of Fudge Kitchen





As food producers, we all know that what we make is never just about taste. Food is deeply personal. It carries memory, nostalgia and emotion in a way few other gifts can. A single flavour can take someone back to a childhood Christmas, a family gathering or a long-lingering moment. That is why authenticity matters so much at Christmas. People are not only buying products, they're looking for something that matters.

Shoppers are increasingly showing us this. Research tells us that six in ten people in the UK would rather buy fewer but better-quality gifts than fill their homes with things that will not last. Almost four in ten would prefer to receive one thoughtful present instead of several that miss the mark. These figures confirm what many of us already see: people want food and drink with a story, with integrity and with heart.

As producers, we're presented with both a responsibility and a privilege. At Christmas we all play a part in creating the magic of the season. Whether it's a cheesemaker perfecting a winter recipe, a brewer releasing a festive ale, or a chocolatier pouring care into each mould, we are all helping to build those small but lasting moments that people are proud to gift to those they love.

For those of us working with clean labels, honest ingredients and a handmade touch, there is a particular pride. We're not making products simply to sit on shelves or stuff a stocking, but instead, contributing to the ritual of Christmas itself. And when it comes down to it, that is why most of us do this work. Not for novelty or numbers, but for love of the craft and the people who enjoy it.

This Christmas, as an industry, we have the chance to turn authenticity into memory. That may well be the greatest gift we can give.



> "People want food and drink with a story, with integrity and with heart"





6.4% OF UK **ADULTS** PLANNED TO **FOLLOW** A **VEGAN** DIET IN **2025**. **11.5%** SAID THEY WOULD **EAT** A **VEGETARIAN** DIET

FINDER

SOMETHING FOR EVERYONE

Confectionery is, naturally, considered a treat. But not everyone can indulge in dairy-rich milk chocolate bars or sugary candies. The number of people diagnosed with either allergies or diabetes in the UK is on the rise. And, generally, consumers are being more thoughtful about their diets and how their wellbeing will be impacted by what they nibble on between meals.

It is well worth, then, having a few options in your wheelhouse that cater to these increasing needs. Low sugar chocolate bars and sweets for 'me moments' and gifting. Dairy, nut and gluten-free products to help those with allergies and intolerances get their indulgent kick. And healthsome products that are a little bit naughty, but mostly nice.

VEGAN-FRIENDLY



YUMMA CUPS STRAWBERRY FIZZ
Plant-based fizzy strawberry sweets, coated in sugar for extra sweetness. These deliver a delicious fruity, juicy chew.
yumma-candy.com

JEAVONS RIZO
You'd never believe it's plant-based! This chewy bar is a joy, combining puffed rice with buttery caramel, coated in the maker's unique milk chocolate alternative.
jeavonstoffee.com





BOOJA-BOOJA HONEYCOMB CARAMEL CHOCOLATE TRUFFLES
Every bite of these is utterly luxurious, from the smooth vegan, gluten-free chocolate base to the bursts of caramel and satisfying crunch of honeycomb.
boojabooja.com

COCOA CARAVAN GUAYAQUIL 75%
A balanced, fruity, floral bar, made using single estate cocoa grown on the Hacienda Victoria Estate in Ecuador.
cocoacaravan.co.uk





"I'm seeing a lot of people choosing 85% to 100% bars. The bestselling tend to be 100%. They are usually made with really good quality cocoa beans, and with 100% cocoa there's nowhere to hide. At tastings I give people award-winning 100% chocolate without telling them. That bitterness they might expect isn't there, and they usually guess it's 85% or 70%!"

JENNIFER EARLE, CHOCOLATE EXPERT

100% CHOCOLATE



CHOCOLARDER 100% DARK

Nothing else is added to this bar, which is crafted from the bean, purely using Peruvian cacao cultivated by the Ashaninka people. Packed full of nutrients, it is completely natural.

chocolarder.com

ORGANIC

WILD THINGZ ORGANIC ZESTY PESTS

Plant-based gummy bugs in a mixture of green apple, cherry and lemon flavours. Free from artificial flavours, colours and preservatives, and set with fruit pectin.

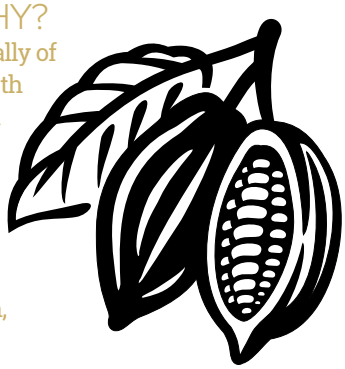
wildthingz.co



IS CHOCOLATE HEALTHY?

Really good quality chocolate (usually of single origin, organic, and made with minimal ingredients) is touted as a health superfood by nutritionists. The darker, the better.

As well as its ability to lift mood and energy, excellent chocolate contains good amounts of fibre, iron, B vitamins, potassium, polyphenols and flavonoids.



PRODUCER SPOTLIGHT

BOOJA-BOOJA



Award-winning chocolate company Booja-Booja has just launched four exciting new products. Causing the biggest sensation is Booja-Booja Hot Chocolate, bringing all the deliciousness and quality customers expect from the innovative organic brand to the hot drinks sector. Rich and sumptuous, Booja-Booja hot chocolate offers dairy-free consumers a premium, luxurious hot chocolate treat. Also new are two enticing additions to the company's seasonal Winter Special range. Festive Orange Scrunch Chocolate Wonders and The Winter Special Eight Truffle Box, containing both Cherry Bakewell and Hazelnut Crunch Chocolate Truffles, are perfect stocking fillers. Finally, delightfully chewy Fudgie Brownie Chocolate Wonders are a new, irresistible self-treating must-have.

boojabooja.com



"THE **ORGANIC** MARKET DELIVERED ABUNDANT **GROWTH** ACROSS THE BOARD LAST YEAR, **OUT-PERFORMING** NON-ORGANIC IN BOTH **VOLUME** AND **VALUE** GROWTH – A KEY **INDICATOR** OF THE **HEALTH** AND **POTENTIAL** OF THE MARKET AS WE LOOK TO THE **FUTURE**"

GEORGIA PHILIPS, SOIL ASSOCIATION

SUGAR FREE

THE LITE CHOCOLATE COMPANY DARK ORANGE

A cocoa-rich dark chocolate bar flavoured with natural orange, and enhanced with bright pieces of orange.

liteconfectionery.co.uk





FREE FROM FELLOWS GUMMY BEARS

These cute little gummy bears, in a medley of fruity flavours, are free from sugar, gluten, artificial flavours and colours. They're also suitable for vegans.

freefromfellows.com



A NOTE ON **SWEETNESS**

More and more British consumers are thinking about their sugar intake and trying to reduce it. However, due to frequent conversations around ultra-processed foods, they're wary of anything artificial, so if you're thinking about boosting your range of sugar-free or low sugar confectionery, it pays to keep a keen eye on those labels.

Artificial sweeteners to look out for include aspartame, saccharin, sucralose, acesulfame-K, and cyclamate.

Consumers are familiar with the natural sweetener stevia, but products could also be made with allulose (not 100% sugar free but very low), and alcohol-based sugar alternatives such as erythritol and xylitol. Be wary of some of the latter as they can be artificially produced.

FUNCTIONAL

RADEK'S CHOCOLATE ORGANIC LION'S MANE CHOCOLATE

Stone ground and made in micro batches using ethically sourced cocoa, this bar is infused with Lion's Mane mushrooms sourced from Bristol Fungarium – a nice mood booster.

radekschocolate.co.uk





KAICAO 70% CACAO – REISHI & ASHWAGANDHA

Single origin cacao from Tanzania, naturally sweetened with dates, and blended with reishi mushroom and ashwagandha root powder. The bar is gluten-free and suitable for vegans.

kaicaochocolate.com







NEW FRONTIERS

An exciting chapter is in the offing for iconic sustainable brand Divine, and indies are set to reap the rewards

In a market where the big players can often seem to be on a race to the bottom, Divine is resolutely keeping things fair, honest, and unfailingly delicious – and has done since it was first launched in 1998. It has always done things differently, explains Lydia Stubbins, marketing director – and this approach has garnered a wealth of chocolate lovers as passionate about people and planet as they are about indulging well.

"27 years ago, Divine was founded by the cocoa farmers of the Ghana Cocoa Cooperative, Kuapa Kokoo, so from our inception we've been working against the model of the mainstream brands and on a mission to make things better for the people at the root of our business – the people who grow, harvest, dry and ferment the beans that go into making our fabulous chocolate."

A NEW INDULGENCE

A brand new, entirely Fairtrade, hot chocolate range is soon to join the Divine roster in Milk, Salted Caramel and Hazelnut Praline varieties. Packaged in a box with a recyclable inner, it has been designed with the fine food shopper in mind – with the incredible cocoa that Divine is famed for, and Fairtrade sugar in lower levels than in mainstream options, without the price tag that comes with many premium hot chocolate offerings.

There are plenty of other exciting products in the pipeline, too, so watch this space...

Indeed, peek behind the scenes of big brands and the figures are pretty stark, with only 6% of profits going to the farmers on average. Back in the nineties, when the brand launched in the UK and US, it was the only sustainably-minded option easily available to shoppers and went from strength to strength, but fast forward 10 years and "ethics became mainstream", says Lydia.

Passionate about doing good

Greenwashing is now a major issue within the food and drink industry, as brands of all sizes look to benefit from the growing consumer appetite for products that do good, but Divine is remaining resolutely transparent. "Fairtrade runs through our core, we're B Corp, 20% of our profits go to the cocoa farmer, and we fund adult literacy and numeracy classes," she continues – a far cry from the often hollow eco-angled cries from some larger brands. Divine also support tenants' rights projects which benefit migrants and helps the industry move away from child labour.



A premium range designed for speciality retail

While Divine may have started life on multiples' shelves, they are passionate about supporting their farmers via the discerning business owners and shoppers within the fine food sphere. "Ultimately, ethics come at a premium and we're proud to supply products which not only do great work but also taste fantastic; it's vital that we are delicious and attractive alongside our 100% Fairtrade operations."

Speaking of attractive, Divine is rolling out an exciting new look which beautifully combines its ethics and story with the premium quality it is renowned for. "It's bright packaging done in a premium way," says Lydia. "All of our new-look packaging features archways which serve as a window onto illustrations of the Kuapa Kokoo cocoa farms – something that nobody else can do, as only we have that traceability and know where every last cocoa bean has come from."

The team has fully invested in making the new-look range visually stand up to the quality of the product inside, creating a glossy and embossed format, which together with the scene-setting illustrations present the quality, ethics and heritage of Divine beautifully.

The future is looking bright for Divine as it stands on the cusp of an exciting new chapter. Consumer awareness is set to see a huge boost thanks to the team's investment in billboards and digital media – and even a starring role on Channel 4 – so smart indies will be getting their orders in soon to secure their positions to benefit. "We're serving a discerning shopper who knows what they're paying for," says Lydia. "That way, everybody wins – from the customer to the retailer and the farmers at Kuapa Kokoo."

> "We're serving a discerning shopper who knows what they're paying for. That way, everybody wins – from the customer to the retailer and the farmers at Kuapa Kokoo"









AN APPETITE FOR ARTISTRY



The future is indulgent, says Shelby Barritt, business development manager at Hilton Macarons

At Hilton Macarons, we've been handcrafting elegant, gluten-free macarons from our base in Suffolk since 2019. Founded by James Hilton and Andrea O'Keefe, the brand was created from a passion for French patisserie and a desire to bring that same artistry and indulgence to customers in the UK.

In 2024, Hilton Macarons become part of Two Magpies Bakery, a much-loved collection of bakery cafes across Norfolk and Suffolk. As we reach our one-year anniversary under new ownership, we look forward to what the future holds and how being part of a wider bakery community will help us grow while staying true to our roots.

An award-winning range

In just four years Hilton Macarons has been awarded 11 Great Taste Awards and developed more than 60 flavours. Our reputation has grown nationwide, with a loyal online following and a strong wholesale presence.

Our range combines timeless classics with more adventurous seasonal specials. Core collections like our Strawberry Box, Chocolate Box, and All Stars Box are available in boxes of 6, 12 or 18. We love developing limited edition flavours too, such as our 'cosy' collection which took inspiration from our favourite desserts, such as s'mores, apple strudel and tiramisu.

Collaboration is also a big part of what we do. We've created bespoke macarons for gifting, events, and retail with brands including Petrossian, Neom, Seckford Hall and Wilderness Reserve. Each partnership allows us to tailor flavours and designs, showcasing how versatile a macaron can be.

One of our latest creations is our Macaron Ice Cream Sandwiches, made with Suffolk Meadow Ice Cream. Flavours such as Pistachio and Raspberry, Lemon Meringue, and Caramel Popcorn bring together creamy ice cream and our signature macaron shells. For us, it's about capturing the taste of summer in a unique and indulgent way.

A nationwide opportunity

Looking ahead, we're excited about developing new and exciting flavour ranges for all seasons and celebrations, having a stronger presence across the UK, creating bespoke collections for brands, and increasing our wedding portfolio.







58%
OF **GLOBAL CONSUMERS**
USE **INDULGENCE**
AS A MEANS
OF **SELF CARE**

FMCG GURUS

TREAT YOURSELF

In 2025, the concept of indulgence has a number of facets – especially in the realms of fine food and confectionery. Products which provide a sense of luxury no longer simply require fancy packaging – gold foiled lettering and simplistic box-ticking language such as 'fine'. Instead, items which showcase sustainable qualities are considered by consumers to worth investing that bit more of their hard-earned cash in.

This can take the form of single-origin or bean-to-bar chocolate, but the world of self-gifting – an ever-popular category – doesn't stop there. Artisanal versions of classic confections like truffles are always strong sellers, so look for options with attractive packaging that make them even more of an appealing proposition.

NUTS

CAMBROOK CHOCOLATE ALMONDS

Baked Californian almonds coated the traditional way with a salted dark chocolate, a creamy milk chocolate and a rich white chocolate.

cambrookfoods.co.uk





ROOTS & WINGS ORGANIC CHOCOLATE COVERED HAZELNUTS

Roasted organic hazelnuts coated in 70% smooth dark organic chocolate.

rootsandwingsorganic.com

AMATLLER CHOCOLATE COVERED ALMONDS

Delicately caramelised Marcona almonds, coated in white chocolate, dusted with cocoa, and presented in vintage-inspired tins from Barcelona's iconic chocolatier Amatller.

delicioso.co.uk



> "Buying premium chocolate(s) for oneself is widespread among 59% of chocolate eaters/buyers. This highlights the importance of NPD and marketing messages for premium chocolate to encourage self-treating. Those buying premium chocolate(s) for themselves are more likely to think a unique flavour signals premium (41%)"
>
> **MINTEL UK CHOCOLATE CONFECTIONERY MARKET REPORT 2024**

GOLDEN COMFORT

Caramel is a favourite with sweet-toothed shoppers of all ages, and with good reason – especially in 2025. There's a whole host of delicious options on offer these days, from Asian-inspired miso-infused caramels to modern classic sea salted caramel. Caramel-filled chocolates are everywhere, so set yourself apart by offering ones with pristine provenance and a touch of class.

LES CHEVALIERS D'ARGOUGES OYSTER PRALINES

Heart shapes made with dark chocolate, filled with melting caramel. Made from pure cocoa butter chocolate with strong 70% cocoa percentage. Hearts are filled with homemade salted butter caramel with salt from Guérande.

les-chevaliers-dargouges.com



SUSTAINABILITY GOES LUXE

UK shoppers are willing to pay more for chocolate which has proven sustainability credentials – from single origin and eco-friendly production to improving workers' rights and conditions, these selling points benefit both people and planet (and taste great, too).

JUAN CHOCONAT 100% HEIRLOOM RESERVE CHOCOLATE

Award-winning, sustainable Colombian chocolate crafted bean-to-bar, highlighting rare cacao varieties and farmer empowerment.

juanchoconat.co.uk



PRODUCER SPOTLIGHT

FATSO

Tired of boring dark chocolate? FATSO is here to break the mould. We're talking big, chunky bars packed with bold flavours, made with ethically sourced Colombian cacao that does good for people and the planet. Forget the serious, stuffy stuff. FATSO is about fun, flavour, and living life more full, because eating chocolate should never be boring or beige. Join the chunky revolution and upgrade your snacking game, one unapologetic bite at a time.

sofatso.com





> "Self-gifting in the UK market reflects a shift toward everyday indulgence, where speciality food choices become moments of reward and joy"

SARAH DIAZ, CULINARY EXPERT

LUXE PAIRINGS

Some flavour combinations never get old – such as chocolate with orange or chocolate and cherry. In the fine food sphere, a sophisticated play on an old school classic will go down a storm, so look for subtle yet taste-packed options which will offer your customers a decadent twist on tradition.

OCELOT BLOOD ORANGE

A smooth, rich, organic dark chocolate infused with sweet, tangy blood orange, and a touch of creamy vanilla.

ocelotchocolate.com



SHARE WITH LOVE

While treating oneself to a solo indulgence is a fine pleasure indeed, some would argue that sharing a confection with loved ones is an even greater one. Offer larger scale options that can be split at the table (or sofa), with comforting flavours that make the moment extra special.

BEAN AND GOOSE THE SHARING SLAB BALMY DAYS

A handcrafted chocolate slab designed for sharing. Where flavour and story come together in every piece.

beanandgoose.ie



PREMIUM IS ON THE UP

According to Mordor Intelligence, chocolate lovers are increasingly leaning towards premium options. The industry is experiencing a notable shift toward high quality chocolate and artisanal chocolate offerings, reflecting consumers' growing sophistication and willingness to pay for quality. Specialised chocolate retailers and artisanal manufacturers are gaining prominence, introducing innovative flavors and unique product formulations to cater to evolving consumer preferences. This trend is particularly evident in the rising popularity of single-origin chocolates, ethical sourcing practices, and specialised production techniques that emphasise quality over quantity.

TRUFFLES

WELL & TRULY TRUFFLES OAT M&LK CHOCOLATE TRUFFLES

Filled with hazelnut paste and white oat m&lk chocolate with a touch of sea salt to make tastebuds sing with joy.

wellandtruly.co.uk





RUSSELL & ATWELL CORNISH DREAM

A luxuriously smooth chocolate made with fresh, rich real Cornish clotted cream from Rodda's.

russellandatwell.com

AN INDULGENT HERITAGE

With a rich history spanning generations and a plethora of refined confections in its range perfect for gifting, it's no wonder Anthon Berg is a must-stock for fine food retailers

Anthon Berg is one of Denmark's most celebrated confectionery brands, renowned for its premium chocolates and unique heritage that dates back to the late 19th century. It all began in 1884 when Anthon Berg opened a small chocolate shop in Copenhagen, venturing into chocolate making after experimenting with chocolate marzipan treats, a product that became iconic and remains a signature of the brand to this day. Over time Anthon Berg expanded its portfolio, innovating with the world-famous liqueur-filled chocolate bottles, launched in 1924. These miniature delights combine luxury dark chocolate with hand-picked premium liquors, crafted into a unique bottle shape that is exclusive to the Anthon Berg brand.

The Anthon Berg dedication to craftsmanship and fine ingredients has laid the foundations for a company that has become synonymous with indulgence and refinement, and in 1957 Anthon Berg was appointed as Purveyor to the Royal Danish Court, a reflection of the brands reputation for premium quality.





Today, the Anthon Berg commitment to quality chocolate production is still core to the brand. Cocoa is sourced through programmes such as a Rainforest Alliance, that work closely with farms to grow cocoa responsibility, while helping communities to thrive and protecting nature.

Made for memorable moments

Whether shared at family gatherings, given as tokens of appreciation, or enjoyed as personal treats, Anthon Berg chocolates capture the spirit of warmth and generosity.

Best-selling products such as the Anthon Berg 16-piece Liqueur Chocolate Box are perfect for delighting chocolate lovers for birthdays or special occasions, with their decadent taste and elegant presentation. The liqueur chocolates are among the brand's most iconic creations, combining fine dark chocolate with liquors from world-renowned spirits brands. These miniature bottles are filled with iconic, premium liqueurs such as Cointreau, Remy Martin and Southern Comfort, and are wrapped in foil that mirrors the original labels. They offer a unique balance of rich chocolate and smooth liquid liquor fillings, making them both indulgent and memorable.

The Single Malts Scotch Collection also make beautiful gifts throughout the year, whether for a special occasion such as Father's Day, a dinner party, or a birthday treat. Premium single malt whisky fillings combine with delectable dark chocolate, offering a luxurious gift in a beautiful presentation box.

Chocolate innovation

Two of the latest products from Anthon Berg bring together the brand's signature chocolate craftsmanship with two new, highly respected food and drinks brands. Perfect for gifting or self-indulgence, these innovative specialties showcase the brand's flair for sophisticated flavour combinations.

The Kahlúa Chocolate and Coffee Temptations Gift Box is a luxurious selection of 15 exquisite chocolate pralines, infused with the unmistakeable, smooth flavour of Kahlúa liqueur. This latest innovation makes for a delicious, indulgent self-treat, or the perfect gift for any coffee or Espresso Martini lovers!

For the new Cherry Sensations product, Anthon Berg have partnered with Luxardo to create a velvety rich, cherry chocolate treat. The iconic Anthon Berg dark chocolate bottle contains a gorgeous Maraschino cherry syrup filling, a truly classic flavour combination.

Both treats embody Anthon Berg's dedication to quality and innovation, offering chocolate lovers a luxurious taste experience. To find out more about the Anthon Berg range, including the latest product launches, please contact World of Sweets for more information.

> "The Anthon Berg dedication to craftsmanship and fine ingredients has laid the foundations for a company that has become synonymous with indulgence and refinement"







FESTIVE GIFTING

Anthon Berg has long been associated with festive generosity, making Anthon Berg chocolates a cherished choice for Christmas gifting. The luxurious marzipan, pralines, and liquor-filled bottles are beautifully wrapped and presented in elegant gift boxes, bringing a touch of Danish chocolate craftsmanship to the holiday season.

The perfect example of this is the Anthon Berg Advent Calendar, which helps to make every day of December feel special. Behind each window lies a decadent chocolate bottle filled with a smooth and delicious liquid centre, featuring iconic spirits from world-renowned premium drinks brands. Whether it's a self-treat or thoughtful and memorable gift, the Anthon Berg Advent Calendar is perfect for celebrating Christmas traditions worldwide.



BY APPOINTMENT TO THE ROYAL DANISH COURT

Anthon Berg

SINCE 1884



Gift the exceptional

Since 1884, Anthon Berg has been synonymous with premium gifting and the joy of sharing. Our liquor-filled chocolates are a timeless Christmas favorite, bringing a unique touch of luxury and indulgence to every celebration.

CREATING *sweeter* MEMORIES
SINCE 1884



THE **GLOBAL** CONFECTIONERY MARKET HAS A **VALUE** OF **619.25 BILLION** US DOLLARS
STATISTA

CHILDHOOD FAVOURITES

Whatever their age, nobody can resist the allure of the old-fashioned sweet shop. While loose sweets presented in giant glass jars piled high on shelves has been a joyful sight for generations, most retail establishments don't have the means to make quite such a spectacle of their confectionery options – therefore, smart stocking and merchandising is key.

Bring back fond memories by opting for classic flavours like toffee, honeycomb and liquorish; stock confections that customers young and old will love such as boiled sweets and marshmallows; and don't forget to sprinkle a bit of childhood magic on proceedings with the clever use of display.

COSY COMFORT



ROLY'S FUDGE TOFFEE APPLE FUDGE
Inspired by the nostalgic treat of crisp apples coated in sticky toffee, this combines the rich, buttery sweetness of traditional toffee with a burst of real apple flavour.
rolysfudge.co.uk/wholesale



FUDGE KITCHEN CHRISTMAS FUDGE SLIDER
Packed with sophisticated Speculoos, utterly moreish Salted Caramel and old favourite Chocolate & Orange, these six bites of heaven are the perfect Christmas treat.
fudgekitchen.co.uk

ROOTS & WINGS ORGANIC NOUGAT MADE WITH HONEY & ALMONDS
Classic soft Montelimar nougat made with organic almonds from orchards in Spain.
rootsandwingsorganic.com



FATSO PEANUT, TOFFEE AND DIGESTIVE BISCUIT
Signature dark chocolate packed with buttery biscuits, crunchy peanuts and chewy toffee.
sofatso.com





"The best operators don't just follow trends, they elevate them. By sourcing the finest ingredients and delivering exceptional experiences, they ensure that nostalgia isn't just a fleeting moment, but a foundation for something timeless"
JON CALABRESE, CLAYS

LEVEL-UP

Chocolate and nuts are a classic combination – with great reason – but swirl them together into a spread and we're into childhood favourites territory (thanks to a pretty iconic mainstream brand). There are alternatives out there which will fit perfectly on your shelves, ticking the quality and flavour boxes while maintaining the nostalgic flavour we all love.

ISLANDS CHOCOLATE CHOCOLATE & HAZELNUT SPREAD
Vegan-friendly and made with 55% perfectly roasted hazelnuts and 8% natural Caribbean cocoa, this delivers a luxuriously rich flavour like no other.
islandschocolate.com



TASTY TWISTS

Whether relished as a solo confection or partnered with a hot drink (a marshmallow semi-melted into a hot chocolate or chai latte is a glorious thing), marshmallows are pure joy in sweet form. High quality options are a far cry from the additive-laden mass-produced ones, so do your – super fun – research to uncover mallows that offer quality, incredible flavour and trending innovation.

MALLOWDRAMATIC CARROT CAKE
A spiced marshmallow is swirled with carrot caramel, candied walnuts and coated with dehydrated carrot cake.
mallowdramatic.co.uk



PRODUCER SPOTLIGHT

JELLY BELLY

Counting down to Christmas has never been so delicious! This year, make the festive season even more magical with one of our Jelly Belly Advent Calendars. Behind each window, discover gourmet jelly bean flavours to delight the taste buds. Our Harry Potter version won an award this year too! With 24 windows, every day brings a new surprise. Share the joy with family, or savour each moment of sweet anticipation all to yourself. Get your Jelly Belly Advent Calendars today, and make the run-up to Christmas the sweetest and most profitable part of the year!
bestimports.co.uk





> Whilst there are many opportunities for heritage brands to refer to their history and re-engage consumers through nostalgia, this trend also offers opportunities for new brands. Classic flavours and retro branding will evoke fun, and feelings of connecting with simpler times, even if the design or the brand itself is completely new

SIMONA TWEEDIE, LEAD ANALYST AT FMCG GURUS

INNOVATIVE INDULGENCE

While familiarity is at the heart of childhood nostalgia, today's consumer is forever on the lookout for foodie excitement so feel free to go wild – not least because confectionery is a naturally great carrier for adventurous flavours. Classic British sweets modernised with far flung flavours are an extra special treat.

HALDIRAM'S MARZIPAN FUSION SWEETS
Innovative marzipan-based sweets blending Indian and Western flavours, perfect for luxury gifting.
haldiramuk.com



ON THE MAP

The UK's appetite for confectionery has a clear regional split, according to MarkWide Research

- **Greater London and South East:** this region demonstrates a hunger for premium, artisanal and experiential confectionery
- **Midlands and North England:** this area is an opportunity for traditional snack formats
- **Scotland, Wales, Northern Ireland:** consumers look for regional delicacies and are loyal to local brands

MUST-STOCK CLASSICS

HONEYCOMB
Look out for chocolate-coated options for extra indulgence

LIQUORICE
Both soft and traditional varieties

MARZIPAN
Plain or chocolate-coated, and in bars or novelty shapes

NOUGAT
A European classic which has fans of all ages in the UK

BOILED SWEETS
Rhubarb & custard and Everton mints feel extra nostalgic

MARSHMALLOWS
Versatile and now available in a kaleidoscope of flavour

SWEETS TO GO

THE BAY TREE STRAWBERRY & CLOTTED CREAM FUDGE
This new grab-bag of fudge in a nostalgic flavour will excite everyone like kids in a sweetshop.
thebaytree.co.uk





RJ'S BATCH 37 SOFT LIQUORICE
Soft-eating liquorice with a moreish chewy texture, also available in Strawberry flavour.
sapphirebrands.co.uk



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JENNIFER EARLE
CHOCOLATE ECSTASY TOURS



WHAT'S NEXT FOR INDULGENCE?

Ellen Manning explores the history and opportunities within the confectionery sphere

There aren't many people who don't love a sweet treat. From chocolate to cakes, sweets and other sugar-laced goods, the confectionery market is a multi-billion pound global business. According to market research firm IBISWorld, the UK chocolate and confectionery market was worth £3.8bn in 2022. Our love of indulgent edible goods dates back centuries, and despite concerns that the cost-of-living crisis could see people cut back on their sweet treats, it's likely that many of us will continue to turn to confectionery to get us through the tough times.

Past

The idea of sweet stuff as a treat dates right back to medieval times, explains Dr Neil Buttery, food historian and author of The Dark History of Sugar. From the early days when sugar arrived in the UK, confectionery and sweet treats became commonplace at the dinner tables of kings and lords. As well as being tasty, sugar was often seen as a demonstration of wealth, he told *Confectionery & Chocolate Buyer*, with Queen Elizabeth often having sugar banquets entirely consisting of sugar.

"Everything was sugar, including the cutlery and crockery. And she'd be eating sugar plums, candied fruits, that kind of thing." Confectionery, in part, was the result of needing to mix expensive sugar with other ingredients to make a more affordable treat, explains Buttery. But later, as Europe started producing more sugar it became less expensive, making it accessible to the masses, and heralding the launch of some of our best-known big-name brands, from Rowntree's to Cadbury and Fry, as well as the likes of Mars in the US. From there, it's no secret that confectionery became big business, no longer symbolising wealth but instead meaning comfort and indulgence. Even in the Boer War at the turn of the 20th Century, Buttery notes that Queen Victoria ordered Cadbury to send boxes of chocolates to soldiers at Christmas, explaining: "It wasn't just a treat, it was a taste of home."

Present

Fast forward over 100 years, and during the Covid lockdowns, artisan confectioners and chocolatiers noticed that same desire to lift people's spirits by sending them something sweet. It's something James Bridger of Hastings-based Coastal Cocoa noticed and says still hasn't stopped – just now people have gone back to buying in person rather than online. Bridger started out focusing on truffles and bonbons, but soon realised that when it comes to indulgence, people don't always need it to be innovative. "In the chocolate world we all tend to focus a lot on innovation and coming up with things that are a little bit wild and out there. But I've got to say it's the classics that pay the bills. We do try to innovate and come up with a new flavour each month to keep things interesting, but it's those staples that people come back for again and again. Bars are a little bit less interesting to make but the truth is, people love chocolate bars. When you're immersed in the chocolate world they may seem a little boring and traditional, but actually they're classics for a good reason."

The oldies may be the more favoured, but that doesn't stop people experimenting, says Albert Chau, general manager of London-based Fifth Dimension Chocolates. "Flavour-wise, we're seeing an increasing trend with

> "Changes in consumer preference are never just about flavour and taste"



Asian flavours and Nordic flavours – the latter could be due to more high quality Scandinavian bean-to-bar chocolate makers entering the market and their use of local ingredients. The Asian flavours seem to be led by a rise in interest in all things Japanese. Southeast Asian flavours are also on the rise – maybe consumers are seeking out the more exotic ingredients and flavours, especially with the lack of travel in the last two years."

With artisan products across the board, changes in consumer preference are never just about flavour and taste. For many, health is a key driver – even in confectionery and chocolate. Bridger has seen an increase in the number of people interested in higher percentage chocolate and the accompanying lower sugar content. "We get people come in and say they're diabetic and they need something that can fit with their medical condition. But you also get people who are looking for the higher percentage because they're aware that means it's lower sugar. Up until now, I've only really been doing stuff up to around 70% dark chocolate, but I'm definitely looking at doing some bars up to 85%."

Miss Macaroon, a Birmingham-based social enterprise set up in 2011 to provide opportunities for young people, has arguably been ahead of the game when it comes to ensuring its French macarons are inclusive in terms of dietary requirements. As well as being the only company in the world that can Pantone-match its macarons to any colour, a large proportion of those are gluten-free. Founder Rosie Ginday MBE says this doesn't

> "Our love of indulgent edible goods dates back centuries, and it's likely that many of us will continue to turn to confectionery to get us through the tough times"







THE UK **CHOCOLATE MARKET** WILL BE WORTH **16.2BN US DOLLARS** BY 2030

MORDOR INTELLIGENCE

mean they have to taste any less delicious. "For us, it was really important that gluten-free didn't mean it didn't taste as good. I think with the rise of beautiful, delicious vegan treats, people haven't lowered their expectations. So we still have to focus on quality and taste."

While the cost-of-living crisis means people might have less disposable income to spend on treats, the desire for indulgence isn't going anywhere in Ginday's mind. "There's a real desire for treating, and I don't think that's going to change. I think people will still want to treat, they might just do it fewer times."

Chau too has noticed a rise in vegan and alternative products, but sees a difference between consumers looking for 'healthier' alternatives and those driven by taste and indulgence. "For artisan products, I think most people are still looking to 'hit the spot' because they want that indulgence, and they consider these as special treats rather than something they eat regularly, so they want to enjoy that experience. Often, they don't want to compromise if they are looking for that occasional treat. But obviously some people have switched to plant-based/vegan diets or aim for a reduced-sugar/alternative sugar in their daily diet, and they are on the lookout for these more specialised products – for them it's less about the health but more about not violating their lifestyle choice. Some will compromise on the taste aspect for a while but they are always on the lookout for the better products." He, too, has noticed a trend for higher percentage cocoa as a way to reduce sugar intake.

Alongside rising health considerations, the desire to buy sustainable products includes confectionery and chocolate. "We get less people asking about this side of things than around low sugar," says Bridger. "But we still get one or two people a week coming in and talking to us about supply chains." Chau agrees, saying provenance has become increasingly important in artisan chocolate. "Now a lot more customers are more informed, some of the buzzwords are no longer sufficient. Consumers want to know where the ingredients are from, so to differentiate themselves from competitors, producers are starting to be more specific and transparent."

Future

With changes already afoot, could we see confectionery and chocolate change beyond recognition, with indulgent treats replaced by healthy, sustainable snacks? "Artisan confectionery has been on a steady rise over the last decade, and the demand for speciality chocolate is now as high as ever," says Andreas Diakou, founder of The Fine Harvest. "Consumers continue to indulge in multisensorial chocolate experiences, and look towards discovering new flavours with multiple textures." In his view, while discerning customers are willing to spend a little more for quality and variation, innovation is necessary to attract new customers, which includes embracing the ongoing trend towards functional foods. "Combining tasty chocolate and healthy ingredients with an associated benefit will help brands remain current in a crowded marketplace," he adds. "Furthermore, a continued move towards sustainability will mean consumers will be ever more conscious about how their purchasing choices are impacting the environment, making this a key overall factor for the long term success of artisan confectionery producers."

Jennifer Earle, founder of Chocolate Ecstasy Tours, agrees. "From a premium category perspective I expect prices to rise and businesses to offer more high quality, high percentage bars, and bars with more unusual ingredients – both indulgent and 'healthy' – to be added," she says. "Premium companies will need these offerings to truly showcase the quality of their chocolate and what they can do for a less-price-sensitive audience."







GINGER IS **PREDICTED** TO **GROW** AT A **CAGR** OF **5.4%** BETWEEN **2025** AND **2030**

MORDOR INTELLIGENCE

A QUESTION OF TASTE

Nostalgia will always play a strong part in the connection we have to confectionery. Remembering the tins of chocolates we passed around with our families as children at Christmas, or the little bags of pick 'n mix granny snuck into our pockets as a treat.

While retailers should always keep one eye in the past when it comes to the sweet aisle, they shouldn't miss the opportunity to be bold, tapping into the latest flavours and trends setting the food scene alight. There's certainly been a lot of change recently, as consumers are drawn to bigger, more 'shouty', tastes that make a lasting impression.

MATCHA



RYE CHOCOLATES MATCHA WHITE CHOCOLATE BAR
High quality white chocolate from the Dominican Republic is combined with peach-infused matcha from Bird & Blend.
ryechocolates.co.uk

WILLIE'S CACAO MATCHA WHITE CHOCOLATE BAR
Luxury white bean to bar chocolate, infused with ceremonial grade green tea for an emerald colour and earthy, sweet flavour.
williescacao.com





OMBAR OAT M'LK MATCHA LATTE
Super creamy oat m'lk chocolate gets powered up with a deep-filled centre, brimming with Perfect Ted's organic matcha.
ombar.com

THE ONES TO WATCH

According to ITS, the flavours predicted to infiltrate the confectionery market most strongly over the next 12 months include melon (particularly watermelon), spicy, pandan, yuzu, ube and lychee.





"When sourced well, matcha offers incredible health benefits, works beautifully in functional beverages, and has an amazing flavour when used in baking. Plus, its deep green colour makes it visually striking, which has helped boost its appeal"

OLIVIA NOTTIN, MATCHA & BEYOND

GINGER



CANNY CANDY GADGIES
CRUMBLY GINGER FUDGE
Handmade in the North of England in small batchesn using British milk and butter, this spiced fudge is hand scored, broken and packed.
cannycandygadgies.com



SPICE KITCHEN
GINGERBREAD & HONEYCOMB MILK CHOCOLATE
Spice Kitchen's warming, homely gingerbread spice blend and niblets of honeycomb are swirled into milk chocolate. It's a cuddle in a bar.
spicekitchenuk.com



CHARBONNEL ET WALKER
FINE DARK ENROBED STEM GINGER
An absolute classic, and one of the brand's best-sellers. Aromatic stem ginger is drenched in the finest dark chocolate.
charbonnel.co.uk

THE **MINT** INDUSTRY IS DUE TO **GROW** FROM **$4.39 BILLION** IN **2025** TO **$6.3 BILLION** BY **2034**

MARKET RESEARCH FUTURE

PRODUCER SPOTLIGHT

IBADAH LONDON



Ibadah London's award-winning royal baklava collection consists of an assortment of different types of layered, crispy, filo pastry, filled with a variety of chopped nuts including cashew, walnuts and almonds. Sweetened with syrup to melt in the mouth and made using vegetable ghee, making it suitable for vegans. The authentic baklava recipe used has been perfected over generations and baked in the business's London pastry kitchen. Presented beautifully in 300g and 750g size luxury foiled gift boxes.
sales@ibadahlondon.com

COCONUT

MALLOW & MARSH
MILK CHOCOLATE OVER COCONUT MALLOWS
Fluffy mallows, whisked up in Yorkshire, are given an exotic twist with tropical coconut before being covered in premium Belgian chocolate made using responsibly sourced cocoa.
mallowandmarsh.com



MISO

COX & CO CACAO
MISO & CARAMEL
47% cacao oat milk single origin chocolate is flavoured with white miso powder and natural caramel for a uniquely salty-sweet taste.
coxandcocacao.com



ROSE

TRUEDE
TURKISH DELIGHT – ROSE
Presented in an Iznik-inspired box, each piece of Turkish delight is infused with the delicate essence of rose. Free from gelatine, and naturally flavoured and coloured.
truede.com





ROCOCO
ROSE & VIOLET CREAMS
Handmade chocolates infusing fondant creams with the finest organic essential oils. Each one is finished with crystallised rose and violet petals.
rococochocolates.com

ON THE **UP**

According to retailer Exploded Sweets, British consumers are most excited about these types of confectionery:

NOSTALGIC
Think toffees, fudge, mint creams, travel sweets, and pick 'n' mix favourites.

VEGAN
Anything plant-based is hitting the mark, especially gelatine-free sweets.

FLAVOUR MASH-UPS
Weird wonderful combinations such as botanical ingredients, or 'swicy' varieties are proving popular.

HEALTHIER
Functional ingredients such as mushrooms, CBD, protein and fibre are debuting in sweets and chocolate.

INTERNATIONAL
Interest is picking up pace in American and Japanese candy.

TIK TOK TRENDING
Consumers went wild for freeze dried sweets, and are on the lookout for the next big thing.

ECO-FRIENDLY
Think compostable packaging and ethically sourced ingredients.



MINT

SUMMERDOWN DARK CHOCOLATE PEPPERMINT THINS
Velvety, rich, award-winning slivers of 55% dark chocolate, infused with Summerdown farm's own single-estate Black Mitcham peppermint oil.
summerdown.com





FOREST FEAST
PEPPERMINT CRISP DARK CHOCOLATE ALMONDS
Oven roasted almonds layered with peppermint-infused white chocolate, studded with sugar crystals and dipped in Belgian dark chocolate.
forestfeast.com



WHAT'S HOT

Many trends arrive in the food industry and then vanish as quickly as they appeared, but a number seem set to stay – these can be considered symptoms of the evolution of consumer demands rather than flash-in-the-pan crazes, so are worth investing in.

For example, health is increasingly becoming a key consideration for shoppers, and with their time stretched they are looking for ways to boost their wellness via food – and if it is a delicious sweet treat, all the better. Seasonality also plays an important role here, and while every year brings its own new innovations, the classics will always win out year-on-year – think festive spicing for Christmas, romantic indulgence for Valentine's Day and spooky novelty for Halloween.

HEALTH **AWARENESS**

Shoppers may be more health conscious than ever, but that doesn't mean they're giving up on sweet indulgences. These are the key markers to look for now.

NUTS

We're not saying that chocolate-coated nuts are a low-calorie health food, but when it comes to confectionery these can offer as simple an ingredients deck as you're likely to find anywhere – and come with the added benefit of protein and health-giving nutrients from the nuts, not to mention polyphenols if coated in high quality dark chocolate.

POPCORN

Some might say that popcorn has had its day – indeed, the trend hit heady heights a few years ago – but brands are still bringing out new popcorn options and the variety on offer is increasingly adventurous (for example, check out the Matcha Latte option from Popcorn Kitchen). Key to the trend is that they are often lighter in calories than other bagged confections and sweet snacks.

A balance of sweet and salty is as popular as ever, but look out for exciting flavour pairings too.

PROTEIN

Protein is big news right now, with shoppers learning that protein-packed food isn't just for bodybuilders – it's a key nutrient for all aspects of our health. Some protein-packed confections will shout about it on the label, while some may require a delve into the ingredients list – look out for nuts and seeds.

LOW-SUGAR

Sweeteners might not be the health boon we once thought they were, but that's not to say that sugar-free or low-sugar confectionery products are a no-go. Simply look for short ingredients lists – ideally featuring ingredients you can pronounce – and if possible stock products which are naturally sweet from the presence of fruit.



SEASONAL SPECIALS

Confectionery is one of the biggest categories to benefit from seasonal flavours and limited-edition products, with classic flavours such as gingerbread, cinnamon and chocolate orange scenting the air as the festive season approaches; hot cross bun-inspired chocolate and confectionery creating moments at Easter; and floral options finding new customers for Mother's Day and Valentine's Day. Pumpkin spice is a heavy hitter at Halloween and well worth investing in – indeed, according to Data Intelo, the world's Halloween confectionery market is currently worth 23.93 billion US dollars.

While it can be tempting to go all out with overtly seasonal products, some suggest stocking carefully and with your customer in mind – some audiences are fans of novelty products, such as snowmen and Father Christmas, when the festive season approaches, while others prefer to keep it wintery with snowflakes (which can help maintain their shelf appeal post-Christmas, too).

COCOBA ORANGE CHOCOLATE PUMPKIN LOLLIPOP

This blends the subtle tanginess of orange with the sweetness of Belgian white chocolate to create a fun spooky snack to tuck into on Halloween night.

cocobachocolate.com





CHOCOCO FATHER CHRISTMAS MILK CHOCOLATE BAR

An award-winning festive bar made with 47% milk chocolate in Colombia, boasting rich and creamy cocoa with bright top notes.

chococo.co.uk

PRODUCER SPOTLIGHT

WITORS

Wizarding World fans, prepare for a spellbinding treat! Witors presents a magical new range of Harry Potter biscuits and chocolate bars that are perfect for any muggle or wizard. Each bite taking your consumers on a journey to Hogwarts. Delicious milk chocolate and crunchy biscuits shaped in the iconic symbols from the series, including the Hogwarts crest and the Golden Snitch, these make for a delightful and tasty treat bringing the magic of Harry Potter straight to your table. They make a fab gift too! Don't miss out on these enchantingly delicious delights.

bestimports.co.uk



> "Limited editions are proving particularly powerful, with seasonal and limited-edition flavors becoming the top influence on consumer food and beverage choices globally. The strategy shows remarkable success, with year-over-year growth in new chocolate confectionery launches featuring limited-edition claims demonstrating sustained consumer appetite for novelty"

INNOVA MARKET INSIGHTS

FUNCTIONAL

Mushrooms are having their moment and currently sit at the top of the health-conscious foodie's agenda thanks to their wellness-boosting benefits such as increased energy and immunity, better cognitive performance and support with sleep and gut health issues. Look for confectionery benefiting from the likes of Lion's Mane, Chaga and Reishi. Plus, Ashwagandha is everywhere right now so awareness is on the up.

WHEYBETTER PROTEIN MILK CHOCOLATE

The UK's first protein-packed, no-added sugar, vitamin-infused, functional chocolate bar.

wheybetter.co.uk





KETO NATURALS BUTTERY COCONUT KETO COOKIES

Made from fresh coconut, this sweet snack is healthy, paleo-friendly and vegan-friendly.

thecoconutkitchen.co.uk

PRESTAT CRUNCHY KADAYIF 'DUBAI STYLE' TRUFFLE

Experience the viral Dubai chocolate craze in a single bite with this milk chocolate truffle, filled with crunchy kadayif and creamy Sicilian pistachio paste.

prestat.com





IBADAH PISTACHIO FLAVOUR CHOCOLATE DATES

Delight in the perfect blend of succulent Arabian dates, coated in rich, velvety Belgian chocolate, and filled with a crunchy almond core. Individually wrapped and elegantly presented in a luxurious gold foil gift box.

ibadahlondon.com

PISTACHIO

We could all be forgiven for assuming that the Dubai chocolate trend was a flash in the pan, but new variations just keep coming – and the trend for pistachio in the wider food and drink sector isn't going anywhere either. The big confectionery players are bringing out their own versions left, right and centre, but as a speciality retailer your role is to provide an elevated take on the trend – think provenance, superior flavour, and innovative formats that deliver extra indulgence.

A bright NEW LOOK for Divine™



AS SEEN ON TV

The UK's favourite ethical chocolate brand is relaunching in 2026

Stock up on new packs from January, with full media support from February.

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