



Sugar Confectionery in Singapore

July 2025

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Sugar Confectionery in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gummies and jellies sees the fastest retail value growth in 2025 due to product innovation

Mars Foods Inc remains the leader in sugar confectionery, largely due to the continued success of its flagship brand Eclipse

Supermarkets is the key retail channel for sugar confectionery in 2025 due to one-stop shopping

PROSPECTS AND OPPORTUNITIES

Wellness trend likely to drive visibility of natural ingredients and premium offerings

Viral nature of peelable and 4D gummies/jellies will continue to appeal to younger consumers

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DISCLAIMER

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