Trend Snapshot

Sugar & Gum Confections



Ga Ga for Gummies

Gummies dominate sugar confections as the format of choice. Once limited to classic chewy candies, gummies are now showing up everywhere. From reimagined favorites to sour and filled innovations, gummies cement their role as the most versatile confection.



Nerds Juicy Gummy Clusters

Mega strawberry punch flavored crunchy clusters with tangy NERDS candy coating a juicy gummy center.

2025, US | Candy Industry

Feastables Sour Strikes Gummy Candy

Lightning-bolt shaped sour gummies that zap with bold fruit flavors and chewy texture.

2025, US | Food Business News





SweeTarts Gummy Halos

Halo-shaped gummies featuring a soft bottom layer paired with a chewy fruit flavored top in strawberry lemonade and blue punch.

2025, US | Mintel

Tantalizing Textures

Texture is becoming just as important as flavor in sugar confections. Crunchy, chewy, juicy, and unexpected formats create interactive eating experiences that elevate familiar candy types.



Shaq-A-Licious Crunch Gummy Balls

A slam-dunk interactive gummy innovation featuring crunchy candy-coated balls with bold fruit flavors.

2025, US | Candy Industry

Freeze-Dried Spree

Classic Spree candy transformed through freeze-drying, creating a light and airy crunch.

2025, US | Innova





Juicy Drop Gummy Mystery Cube

Interactive two-in-one gummy cube where peeling back each layer reveals a surprise animal-shaped gummy and burst of wild berry flavor.

2025, US | Candy Industry

Smarter Sweets

Smarter sweets reflect a growing demand for confections that balance indulgence with intentional ingredients. Reduced sugar, functional benefits, and botanical-inspired formulations allow brands to deliver feel-good treats without compromising on enjoyment.



Huckleberry Lavender Gummies

Clean-label gummies made with real fruit juice, featuring a huckleberry lavender flavor that leans botanical.

2026, US | Mintel

Sweeter Collective Island Spritz Candy

Tropical-inspired candy blending bright citrus and island fruit flavors with lighter sweetness.

2025, US | Innova





Small Wins Sour Gummies

Sour gummies formulated with reduced sugar and portion-controlled servings, delivering bold fruit flavors like strawberry and green apple.

2026, US | Innova

Unexpected Flavor Play

Bold flavor experimentation is pushing candy beyond traditional sweet profiles. Soda-inspired, globally influenced, spicy, and extreme sour flavors introduce novelty and surprise, helping brands stand out.



Huer Foods X Frank's RedHot Spicy Gummy Bears

Sweet gummy bears infused with Frank's RedHot seasoning, combining sweet and spicy for a true swicy experience.

2025, US | Candy Industry

Warheads Galactic Mix Cubes Chewy Candy

Chewy cubes featuring extreme sour fruit flavors in a space themed mix with flavors such as cosmic punch and rocket raspberry.

2025, US | Innova





Sour Punch Ice Cream Truck Bites

Sour candy bites inspired by classic ice cream truck flavors such as cherry sherbet and orange cream bar.

2025, US | Innova

McCormick Flavorsolutions

Tackling your next taste challenge? We're here for you.

Contact us or click to request a FREE flavor sample.

By the Numbers

Sugar & Gum Confections

$19.9B
U.S. Sugar Confectionery Market
Mordor Intelligence

The Market

Sugar and gum confections remain a dynamic, fast-moving category. While classic candy formats and recognizable flavors continue to ground the category, consumers are increasingly drawn to innovation through texture, flavor intensity, and unexpected inspiration. Growth is being fueled by bold flavor experience and smarter positioning that blends indulgence with functional cues.

Top 20 Flavors

1. Strawberry
2. Fruit
3. Sour
4. Cherry
5. Orange
6. Green Apple
7. Lemon
8. Watermelon
9. Blue Raspberry
10. Raspberry
11. Red Grape
12. Mango
13. Pineapple
14. Peach
15. Berry
16. Lime
17. Cinnamon
18. Tropical Fruit
19. Milk Chocolate
20. Vanilla

Mintel GNPD, Last 1 Year, Sugar and Gum Confectionery

Fastest Growing Flavors

1. Fudge +600%
2. Cotton Candy +300%
3. Lemonade +300%
4. Pineapple +233%
5. Blackcurrant +200%

Fastest Growing Claims

1. Free From Added/Artificial Colorings +250%
2. All Natural Product +200%
3. Low/No/Reduced Transfat +200%
4. Ease of Use +128%
5. Organic +120%

Flavor Ideas

Ga Ga for Gummies

Gummy formats expand beyond candy, pulling familiar flavors into new forms.

Blue Razz Marshmallow | Cherry Vanilla Float
Rainbow Fruit Punch | Cotton Candy Grape

Smarter Sweets

Functional cues and botanicals elevate candy with purposeful, better-for-you appeal.

Honey Lemon Ginger | Strawberry Hibiscus
Peach Green Tea | Watermelon Mint

Tantalizing Textures

Flavor pairings designed to heighten interactive format and sensory appeal.

Tropical Island Spritz | Frosted Orange Cream
Berry Soda | White Peach & Pear

Unexpected Flavor Play

Unexpected global, sour, and swicy flavors redefine traditional candy boundaries.

Mango Chamoy Lime | Yuzu Pink Grapefruit
Pineapple Chili | Calamansi Cour Cirtus

Request a Sample

Our team continuously tracks emerging flavors, formats, and consumer signals to help you stay ahead in sugar and gum confections. Whether you're refining a classic or building something new, we're here to collaborate, customize, and deliver flavor solutions that work for you.

Contact us or click to request a FREE flavor sample.

McFlavorsolutions