Texture is Core to Confectionery



56% of consumers **seek interesting texture combinations** in indulgent products.[1]

Texture elevates the confectionery experience, creating new opportunities for multisensory indulgence and discovery. From squishy to sticky, emerging texture cues are expanding how consumers experience familiar confections.

Explore textures that are gaining momentum in confectionery:

Texture Innovation in Action[2]

Freeze-Dried



Andersen's Crazy Candy Freeze Dried Fun Squashies Melts
Raspberry n cream flavored candy

Layered



Chocovia
Dubai style milk chocolate with pistachio and kadayif

Interactive



Favorite Day
Fruity peelable ice cream gummy candy

Filled



Welchs Fusions 2 In 1 Juicefuls
Juicy filled fruit snacks with watermelon lemon, blueberry raspberry, and peach green apple flavors

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1. FoodNavigator, 2026, 2. Innova, U.S. Confectionery Launches, 2021- 2026

Texture Shapes the Candy

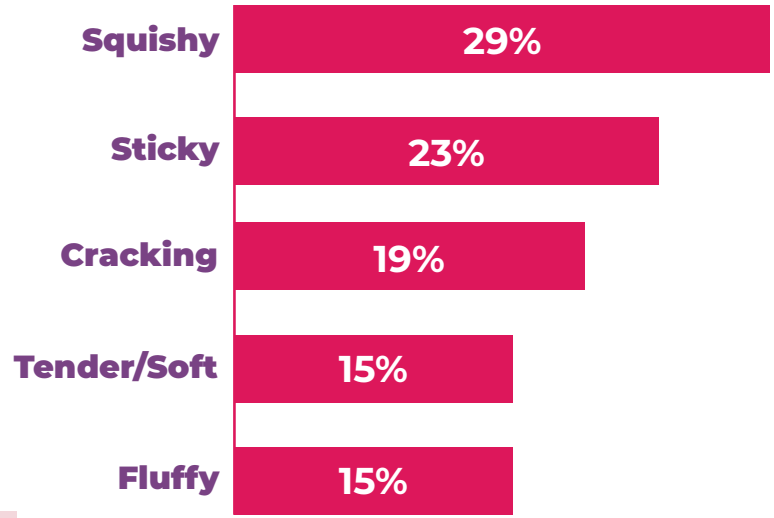
Non-Chocolate Candy Purchased by Type, U.S.[3]



Emerging Texture Cues are Gaining Momentum

Growth in descriptors like squishy, sticky, and cracking signals opportunities beyond traditional texture cues.

Fastest Growing Texture Claims[4]



CAGR (last 5 yrs, ending Q2 '26), updated each quarter

Looking to build flavor around emerging confectionery textures and formats?

Reach out to your account executive or click here to request a sample.

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3. FoodNavigator, 2026, 4. Innova, U.S. Confectionery Launches, 2021- 2026