

TOP FLAVORS IN KIDS CANDY

SUGAR & GUM CONFECTIONERY

243 New Products (2010-2012 YTD)

Flavor	Total Products
Fruit	30
Strawberry	29
Cherry	22
Watermelon	19
Orange	19
Blue Raspberry	16
Sour	16
Grape	15
Apple (Green)	12
Multiple Flavor	11

Source: Mintel GNPD

Search for products where Region matches North America and Claims matches Children (5-12) as the claim and Launch Type matches one or more of (New Product, Relaunch, New Formulation, New Variety/Range Extension) and Date Published is between Jan 2010 and current date (Aug 2012) and Category matches Sugar & Gum Confectionery.