

NASSAU CANDY

Specialty Confections & Fine Foods

2025

TREND REPORT



Flavor Trends

SEASONAL MASH-UPS

One flavor isn't enough. Expect to see **mash-ups of flavor profiles, particularly around seasonal** when consumers are looking for more from their limited time flavors.

Seasonal mash-ups can take many forms like:

- Peppermint S'mores
- Nutty Pumpkin Spice
- Cherries & Berries



Flavor Trends

INTERNATIONAL CONTINUES TO EXCITE

Candy and snacks are two areas where consumers want to get adventurous with flavor.

And they're seeking out **flavors from across the globe, particularly Mexico, South Korea and Sweden.**

Mexico

- **Café De Olla:** coffee brewed with cinnamon, raw cane sugar, sometimes orange peel, anise and cloves.

South Korea

- **Jeon:** vegetable or meat pancake
- **Hwachae:** sweet Korean fruit punch made by soaking fruit in honeyed water

Sweden

- **Elderberry:** tangy, bitter, flavored fruit with floral notes
- **Anything Sour:** particularly in gummies



Top Flavor HONEY

Health is becoming a focus for consumers. As they seek low-sugar options, **honey is coming to the forefront** as both a flavor and sweetener.

Expect to see honey everywhere from hot sauces, to beverages, to even in better-for-you snacking options.



Top Flavor BANANA

Though not a new flavor, **Banana is predicted to have a renaissance in 2025.**

The banana trend is taking many forms from the classic candy flavor, to part of dessert-inspired flavor profiles like:

- Banana Pudding
- Banana Bread

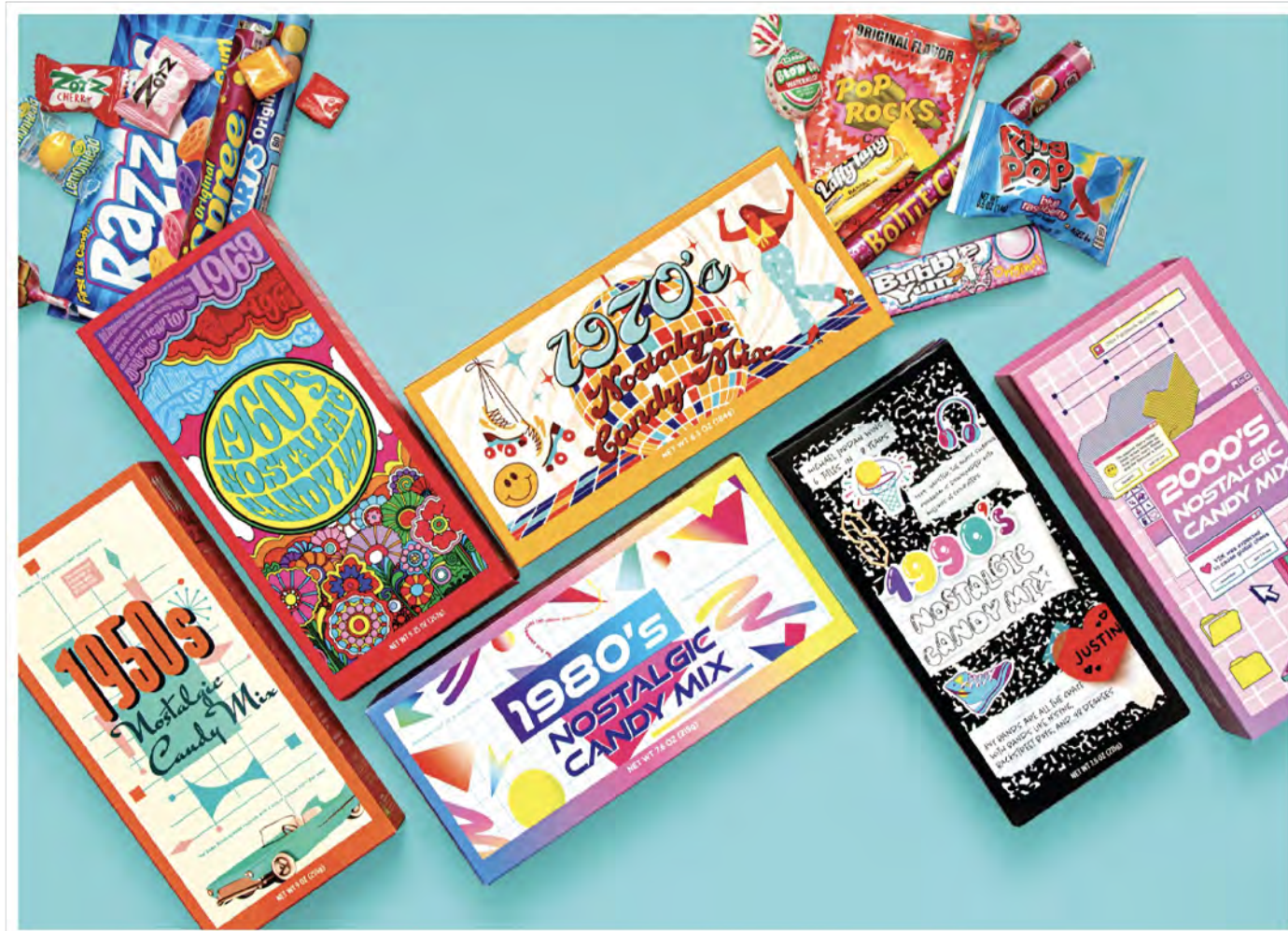


Non-Chocolate Trends

CANDY GIFTING

Move over chocolate! Millennials' and Gen Z's love of candy and gummies is creating a **new category in the gifting space – candy gifts.**

Expect to see elevated gifting options and gift boxes for gummies and other candies.



Non-Chocolate Trends

ANIMAL SHAPES

Animal Shaped candy is always a crowd-pleaser.

For 2025, social media is helping to drive the popularity of **two animals in particular:**

- Axolotl (amphibian from Mexico)
- Baby Hippo



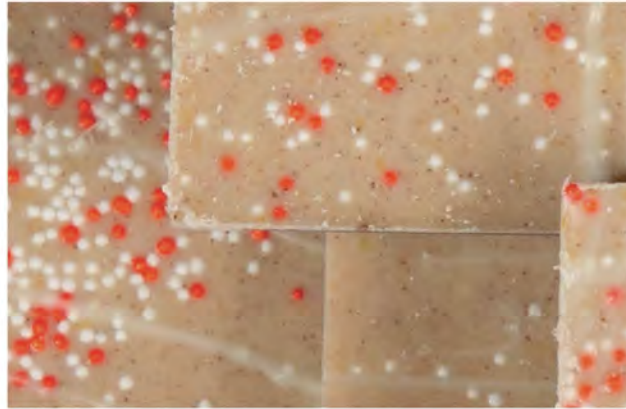
Chocolate Trends

SEASONAL BARK BIG FOR 2025

Peppermint bark has always been a holiday favorite. This year, manufacturers are expanding their flavor scope beyond peppermint to **other fall, winter, and spring flavor profiles for bark.**

Expect to see bark in flavors like:

- Caramel Apple
- Cider Donut
- Strawberry Shortcake
- Iced Gingerbread
- Spicy Hot Chocolate



Nuts and Seeds Trends

CAPITALIZE ON CRUNCH & COTTAGECORE

One of the **big textures** consumers are seeking at the moment is **crunch**. They're looking to have crunchy snacks on their own and to add texture to their meals like salads and yogurt.

Nuts, seeds and snack mixes are a great way to add crunch while tying into the Cottagecore trend of foods with simple ingredients.



Packaging Color Trends

COLOR: VIVID PASTELS

A **pastel palette** continues to be a popular theme for packaging.

New for 2025 are **bolder hues** that are paired with vibrant colors or bold typeface.

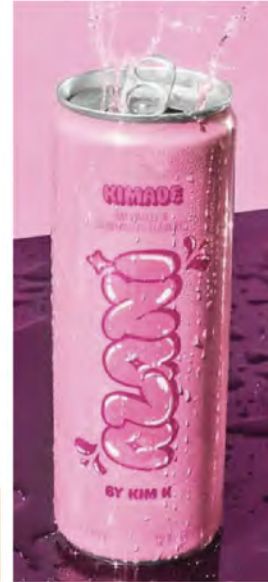


Packaging

TYPE TREATMENTS & GRAPHICAL ELEMENTS

This year's top fonts and graphic elements in package design are **big, daring and playful**.

- **Bubbly Inflated Fonts:** Bold inflated fonts stir up feelings of nostalgia while being new and playful.
- **Retro Futuristic:** The 90's makes its way to package design, mashing up 90's street style with digital elements (think code, pixels, etc.).



Packaging

SUSTAINABLE PACKAGING CONTINUES TO GROW

As consumers' demand for sustainability grows, manufacturers continue to experiment with **new sustainable packaging technologies**.

A big innovation coming to the market is **compostable peg bags**, including a **home compostable option** that uses water-based inks.

Another is packaging using **alternative sustainable paperboard options** like **bamboo or hemp**.



2025

Keystone EVENTS

Retailers continue to prepare for the next cultural phenomenon, like the *Barbie Movie* and *Wicked* to take the space by storm.

Some movies with the potential to be keystone events include:

- *Captain America: Brave New World:* February 14, 2025
- *Snow White Live Action:* March 21, 2025
- *Minecraft:* April 4, 2025
- *Lilo & Stitch Live Action:* May 23, 2025
- *How To Train Your Dragon Live Action:* June 13, 2025
- *Jurassic World 4:* July 2, 2025
- *Superman:* July 2, 2025
- *The Smurfs Movie:* July 18, 2025
- *Gabby's Dollhouse:* September 26, 2025
- *Wicked Part 2:* November 21, 2025
- *Five Nights at Freddy's 2:* December 2, 2025
- *Avatar 3:* December 19, 2025



BENEFITS OF BUYING BULK NUTS

COST SAVINGS FOR EVERYONE

For you: Saves at least **30%** per pound over prepackaged nuts.

For your customers: Repackaged nuts saves as much **25%**.

BUILDS CUSTOMER LOYALTY

Self-packing your own bulk nuts, builds on your brand, gaining loyal customers by offering a higher quality, fresher product.

ENHANCED QUALITY

You control the freshness and quality when self-packing bulk items. Self-packed items are also perceived as a premium product. Customers feel when retailers control the packaging and branding, the quality of the product is fresher.

CUSTOMERS LOVE SUPPORTING LOCAL

Repackaged bulk products are perceived as not only being fresher, but locally sourced, and less processed, which customers love.

\$4.9B

total 2020 snack nuts sales *

WHY CARRY NUTS?

THEY'RE SO ON TREND

- They're plant-based protein
- Seen as a healthier snack alternative
- Less processed than other snacks
- Seasonings allow customers to play with flavors *

NASSAU CANDY
Specialty Confections & Fine Foods



GIANT POWDERED CANDY STRAWS

Ex-straw Large Bursting with
Ex-straw-dinary flavor

**Clever Candy® Straws are a Refreshing
Take on a Candy Icon**

The crafty candy geniuses at Clever Candy® have done it again. They've taken the popular candy powder sticks we all love and poured on the flavor for a taste that will tickle the taste buds.

Each 15-inch Stick Features One of their Flavor Favorites:
Cherry • **Blue Raspberry** • **Strawberry** • **Green Apple**

Stand up display box for instant merchandising display
that can be placed anywhere.

**Standup
Display
Box
Included**

51701
GIANT STRAWS
ASSORTED FLAVORS - 85 PC - 4 CT
UPC: 6 1864551701 4

Check it out on
www.NassauCandy.com



A brand by confectionery geniuses, Nassau Candy, Clever Candy is the source of playful and whimsical packaged and bulk confections that **"make your sweet tooth smile."**



Celebrate the Heritage of Chocolate

Nancy Adams is dedicated to crafting elevated American confectionery classics. Our expert chocolatiers use time-honored recipes and the finest ingredients, working until each bite offers a glimpse into the past while still being grounded in the present.

Cozy up and take a bite!

And you'll understand the joy, the wholesomeness, and heritage of chocolate.

HOT COCOA POWDER TINS

FLAVORS OF THE SEASON IN EVERY SIP

Nancy Adams® Cocoa Powder Tins offer an elevated version of a winter classic customers will love to cozy up with. Each cocoa powder flavor is inspired by Nancy Adams expertly crafted chocolates:

Double Chocolate, Peppermint and Salted Caramel. Elegant packaging is great for gifting and adding to gift baskets.



54407
PEPPERMINT
HOT COCOA TIN
PK 6 - 6 1864554407 1



54408
SALTED CARAMEL
HOT COCOA TIN
PK 6 - 6 1864554408 8

55409
HOT COCOA MIX
TIN TRIO - PK 6
6 1864555409 5



54406
DOUBLE CHOCOLATE
HOT COCOA TIN
PK 6 - 6 1864554406 4



To see all Nancy Adams
Collection at
www.NassauCandy.com



Member of NCA • NASFT • NICRA RCI • PLMA | HACCP • Certified SQF

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