Confectionery Industry Insights

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Check out these statistics and findings that reflect the trends and strategies at play in the industry dedicated to satisfying the customer's sweet tooth.

78%
of confectionery brands are **re-evaluating their supply chains** to become more sustainable

Improved employee productivity is the **top benefit of automation** for confectionery manufacturers

Expanding into new markets and sectors is the most popular strategy for meeting short-term goals among confectionery companies

89%
of confectionery businesses are **spreading orders across more suppliers** to mitigate the effects of disruptions

75%
of confectionery manufacturers are **reskilling and upskilling current staff** to mitigate the labor shortage

Quickly obtaining and analysing performance data is the toughest internal challenge for confectionery operations

Want to Learn More?

Discover **how food traceability software fulfills critical business needs**, by enabling full bidirectional visibility.

Explore the reasons **why food and beverage manufacturers need industry-specific formulation software**.

Read up on **the ways that specialised software solutions can help your business succeed in supply chain management**.