

# Confectionery Industry Insights



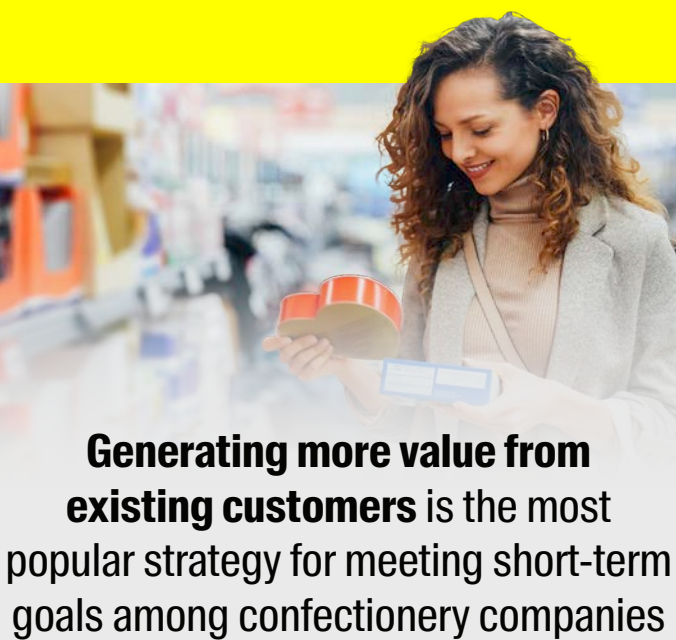
Check out these statistics and findings that reflect the trends and strategies at play in the industry dedicated to satisfying the customer's sweet tooth.

# 86%

of confectionery manufacturers are **improving forecasting capabilities** to better predict demand



**Increasing flexibility** is the **top benefit of automation** for confectionery businesses



**Generating more value from existing customers** is the most popular strategy for meeting short-term goals among confectionery companies

# 71%

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

# 83%

of confectionery operations are in the process of **migrating to the cloud** or already have



**Enabling full bidirectional traceability** is a major priority for confectionery manufacturers

## 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 specialized software solutions can help your business succeed in supply chain management](#).