

October 22, 2025

“Artificial ingredients are fast becoming a liability, amplified by the rise of tech-savvy shoppers using digital tools to uncover what’s really inside their food. As consumers scrutinize labels and reject synthetic additives, clean formulations will shift from a premium feature to a baseline expectation. Tomorrow’s candy aisle will reward transparency—and the brands that thrive will be those that anticipate change, not those that scramble to catch up.”



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The takeaway...

- Sticking with synthetic ingredients risks eroding trust and relevance
- Clean label innovation can be a profit engine
- Lead with clarity to protect your brand

Your next move...

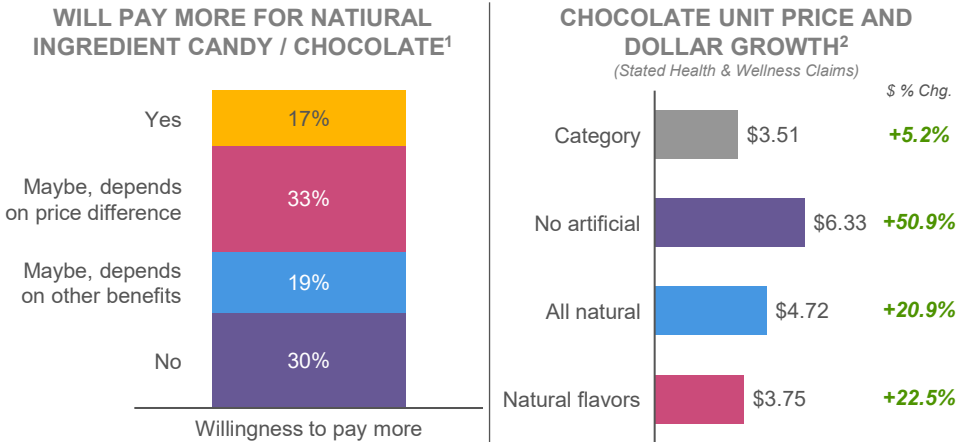
- Audit SKUs to locate the greatest risk, then accelerate reformulation and testing
- Justify the price premium that your clean labels command with powerful storytelling and expanded benefits that make sense
- Control the narrative, proactively educate consumers with science-backed facts and trusted voices

Cleaning up ingredient panels is today’s competitive advantage

Implications for the chocolate & candy industry

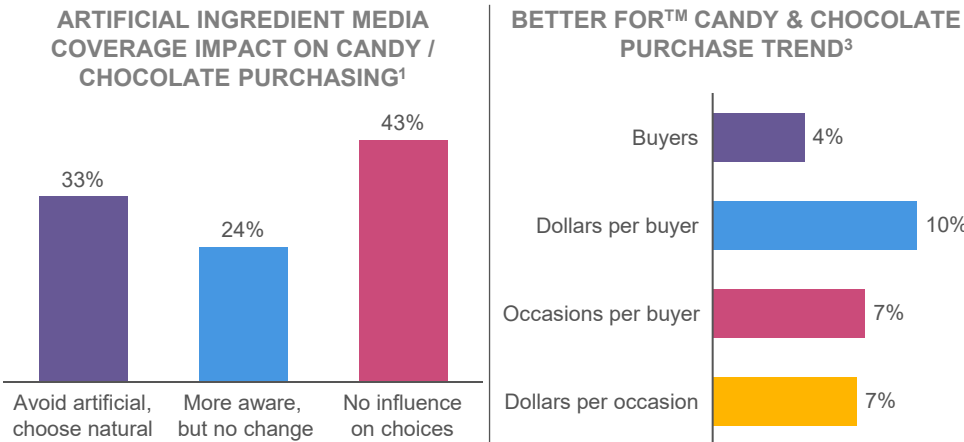
Natural matters, but value sells

70% of consumers say they’ll pay more for candy and chocolate made with natural ingredients. But cleaning up your label isn’t enough; you’ve got to nail the price and tell a compelling story about why your product is better. To really stand out, layer in functional benefits and make sure your marketing does the heavy lifting to justify that premium.



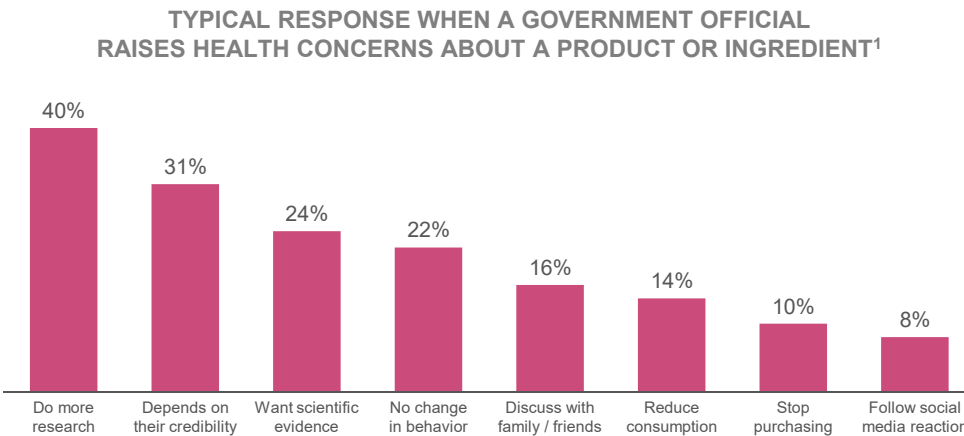
Act before the headlines do

Consumers are waking up to artificial ingredients—and a third are already walking away from products that contain them. With Red Dye #3 banned and media pressure mounting, manufacturers still using artificial additives are playing with fire. A clean label can be a competitive advantage and staying ahead of the headlines can protect your brand’s trust.



Be ready with the facts

Consumers are digging into ingredient labels—and they’re not just skimming. If you’re not transparent, they’ll fill in the blanks themselves, and that’s a risk no brand can afford. Manufacturers need to meet curiosity with clarity, using vetted facts and trusted voices to build confidence and keep trust intact.



Industry Analysis Sources: ¹NIQ, BASES Quick Question Artificial Ingredient Survey, October 2025, n=1,025; ²NIQ, Retail Measurement Services, Total US Full View, 52 Weeks Ending 10/11/2025; ³NIQ, Homescan Panel On Demand, Total US, Total Outlets, 52 Weeks Ending 10/4/2025
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