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# BENEO Launches Collection of Inspirational Sugar-Free Confectionery Concepts to Boost Category Innovation

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BENEO, a leading manufacturer of functional ingredients for food, feed and pharma, is set to inspire confectionery manufacturers with its latest innovations in sugar-free hard-boiled candies, placing Isomalt firmly in the spotlight. Showcased within its new â??Sweets Boxâ??, the concepts demonstrate how traditional formats can be reimagined to meet modern consumer expectations.

The collection includes a carefully curated selection of state-of-the-art sugar-free, hard-boiled candies that appeal to all senses with both a stunning visual appearance and great taste, thanks to the sugar replacer, Isomalt. Developed through close collaboration between BENEOâ??s market insights and applicational experts at the BENEO-Technology Centre, the Sweets Box features a selection of prototypes designed to drive category innovation by providing inspiring yet practical solutions for manufacturers. The concepts showcase how sugar-free hard candies can be adapted to suit different consumer needs, flavour trends and usage occasions.

Among the collection highlights are a series of drink-inspired candy concepts that translate familiar beverage experiences into a convenient confectionery format:

Yuzu & Matcha Liquid Filled Candy: This concept includes gourmet flavoured hard-boiled candies, gaining traction among consumers who seek out more novel and differentiated taste experiences. BENEO has tapped into the matcha moment with an Asian-inspired concept, pairing citrusy yuzu with a matcha liquid centre. This concept responds to social media trends and increasing demand for unique flavour combinations, while adding a multi-sensorial experience that combines taste, texture and visual appeal.

Caramel Coffee Candy: In line with the growth of the global caffeine market, forecasted to expand at a CAGR of 9 per cent within the next five years, this coffee-flavoured hard candy delivers a caffeine boost with a rich, balanced taste. It offers a convenient, sugar-free option for on-the-go consumption and responds to demand for products that support focus and alertness in todayâ??s busy lifestyles.

Energy Drink Candy: Reflecting the same demand for a quick caffeine boost, this concept translates the distinctive flavour profile of energy drinks into a hard candy format. Targeted particularly at young adults, this candy provides a convenient way to enjoy caffeine in a shareable, sugar-free format.

All the new candy concepts feature BENEOâ??s Isomalt, the leading sugar replacer for sugar-free hard-boiled candies. Derived from sugar beet, Isomalt offers a mild, sugar-like taste without a cooling effect, making it suitable for a wide range of flavour profiles. It enables the creation of tooth-friendly products with reduced calories, while supporting the development of visually striking confectionery through colour stability and swirl effects, using up to four colours.

In addition, its low hygroscopicity helps prevent stickiness and supports longer shelf life, while its processing properties allow for precise multi-layer and filled candy designs. Furthermore, its low solubility results in a slower dissolution in the mouth, extending the consumption experience.

With the functional confectionery market set to grow at a compound annual growth rate of 8 per cent between 2025 and 2033, the new concepts respond to growing demand for confectionery that combines enjoyment with added value.

Klaudia Volmer, Product Manager Functional Carbohydrates at BENEO, comments: â??Hard-boiled candies remain a highly versatile format with significant untapped potential. Through these latest concepts, we are demonstrating how combining market insights with technical expertise can unlock new opportunities for innovation. As the number one sugar replacer for hard-boiled candy worldwide, Isomalt plays a central role in this. It enables manufacturers to create sugar-free products that meet todayâ??s expectations in terms of taste, functionality and visual appeal. Our new concepts will open the door to new and exciting possibilities for our customers, bringing new relevance to a very traditional application.â?