

Product Introductions from ISM and Around the World

With the return of an in-person trade fair in Köln, Germany, the 51st edition of the ISM welcomed approximately 15,000 visitors from 96 countries. Attendees to the show were able to experience products from the chocolate, sugar confectionery, biscuits, snack foods, trend snacks and natural snacks, ice cream and deep-frozen sweet, breakfast snacks and specialty retail area segments in-person and at the digital platform, *ISM & Prosweets @home*.

Trends represented healthy, natural and sustainable products and packaging. Plant-based, energy boosting, health-promoting effects and biodegradable products to satisfy the needs and wants of consumers were seen in gums, snack bars, lollipops and dextrose candies. Additionally, adding a fun aspect to products such as positive messages (fortunes) in chocolates, puzzles of fruit snacks, spinner tops gum, along with adult snacks with alcohol in chocolates, gummies and chilled milk snacks were exhibited.

In the following review are some of the products seen at the ISM and around the world.



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