

ABSTRACT

This research paper gives an overview of the global confectionery market with special attention to Trinidad and Tobago. The study illustrates the opportunity available for new products to be developed in the local candy-gift or food market. The candy-gift market in Trinidad consisted solely of imported brands of confectionery and chocolate. A carrot-based candy was developed to enter local and export markets.

Confectionery market trends were identified and used to assist in the creation of the specific marketing strategies for the carrot-based candy product called, Carro-mel. The candy-gift market in Trinidad was described and analysed in this study. Market surveys and taste tests were done to prove the feasibility of the new product. Research was done to provide information about the global confectionery market and its trend.