WHAT: As sugar is one of the key ingredients in confectionery products, when health concerns surrounding sugar increase, the confectionery industry need to respond.

EVIDENCE/EXAMPLES: The obesity epidemic is a major social health concern and even though research does not currently prove that sugar is the cause, the food and beverage industry need to address it in order to avoid regulation, taxation and negative public opinion (Gornall, 2015, p.2).

EVIDENCE/EXAMPLES: During the 20\textsuperscript{th} century the majority of diet related diseases moved from lack of food intake to too much food consumption, as a result health authorities are complaining about excessive sugar as it promotes weight gain and other chronic health diseases (Nestle, 2015, pp.53-54).

DO: The increasing concern from authorities and the public, about the negative impact of sugar on health, is cause for confectionery industries to address their processes in order to avoid a downturn in sales and face an increase in regulation.
