

Bioactive-Infused Candies: A Novel Approach to Functional Confectionery

PARUL CHITKARA¹, SARUSHI RASTOGI²

ABSTRACT

The confectionery market is shifting away from conventional sweet candies, with increased interest in health-focused formulations. Of these new developments, bioactive-infused candies present an exciting path toward the delivery of functional benefits while preserving consumer attractiveness. Bioactive-infused candies incorporate bioactive ingredients like polyphenols, probiotics, vitamins, and peptides, which are responsible for a range of health benefits such as enhanced digestion, boosted immunity, and antioxidant activity. Bioactive delivery in the form of candies has various benefits. Their universal acceptability across all ages, easy consumption form, and long shelf life make them a perfect vehicle for functional ingredients. Moreover, the controlled release of bioactives can improve their bioavailability, leading to better absorption in the

body. Sugar-free and low-calorie versions further boost the health appeal of these candies, appealing to consumers who desire less sugar consumption. Natural sweeteners, prebiotic fibres, and plant-based ingredients all help make these products nutritious and tasty. The increasing need for functional foods harmonizes with the emerging market of bioactive-enriched candies, opening doors for innovation in the confectionery industry. With ongoing improvements in food technology, these new products can help fill the gap between enjoyment and health, providing a delicious yet healthy snacking option. As consumers seek healthier choices, bioactive-infused candies represent a transformative step in reimagining confectionery beyond mere sweetness.

Keywords: Bioactives, Functional Confectionery, Nutritional Benefits, Probiotics, Antioxidants, Plant-Based, Health-Enhancing, Clean-Label

PARTICULARS OF CONTRIBUTORS:

1. BSc Student, Department of Nutrition and Dietetics, School of Allied Health Sciences, Manav Rachna International Institute of Research and Studies (Deemed to be University), Faridabad, Haryana, India.
2. Assistant Professor, Department of Nutrition and Dietetics, School of Allied Health Sciences, Manav Rachna International Institute of Research and Studies (Deemed to be University), Faridabad, Haryana, India.

NAME, ADDRESS, E-MAIL ID OF THE CORRESPONDING AUTHOR:

Parul Chitkara,
BSc Student, Department of Nutrition and Dietetics, School of Allied Health Sciences, Manav Rachna International Institute of Research and Studies (Deemed to be University), Faridabad-121004, Haryana, India.
Email: parulchitkara3@gmail.com