

BRAND BUILDING IN THE CONFECTIONERY INDUSTRY

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Abstract. The article is devoted to the study of the processes of brand creation and development in the confectionery industry with an emphasis on the emotional, visual and strategic aspects of modern branding. The purpose of the study is to clarify the features of brand formation in the confectionery sector, taking into account theoretical approaches, the emotional component and modern brand practices. In the course of the scientific study, general scientific methods of cognition were used: analysis, synthesis, comparison, generalization, induction, deduction, systemic approach. The results of the study show that in the conditions of current theoretical approaches to branding, archetypal models are of leading importance, providing a deep emotional and symbolic connection between the brand and the consumer. The use of archetypes based on the Jungian concept of the collective unconscious allows brands in the confectionery industry to form recognizable emotionally charged images – such archetypes as the Lover, Creator, Hero or Rebel. These images are actively transmitted through elements of visual identity, advertising messages and packaging design. Thus, the brand manages to endow an ordinary confectionery product for example, a candy with aesthetic and emotional value, turning it into a carrier of cultural identity. The study also proves that a brand in the confectionery sector performs the functions not only of product differentiation in the market, but also of creating trust, emotional attachment and loyalty. In the modern competitive environment, brand identity is considered a strategic asset that contributes to the formation of a community of consumers and the establishment of sustainable communication with them. A key role in this process is played by the brand promise, which, being integrated into the communication, visual and textual components of the brand, forms expectations and satisfaction in the consumer, influencing repeat purchases. The practical significance of the study lies in the possibility of using its results to create effective brands in the confectionery sector, taking into account emotional, visual and strategic aspects.

Keywords: brand, sweets, archetype, emotionality, identity.

JEL Classification: M31, M37, L66

1. Introduction

In the field of confectionery production and promotion, visual design plays a key role in shaping the consumer's first impression and creating an emotional connection with the brand. Despite the fact that taste remains the main factor of satisfaction, it is the external design that often determines the initial choice of the product. Packaging, color, graphic elements and overall style create not only an aesthetic shell, but also act as tools for strategic branding.

Modern design practice in the confectionery industry encompasses not only the creation of packaging for individual products, but also the development of full-fledged visual identities for brands – from logos and fonts to holistic visual solutions for marketing campaigns, including on digital platforms. Confectionery packaging is increasingly seen as a visual communicator that conveys the character of the product – tenderness,

energy, elegance or playfulness – and creates expectations about its taste and quality.

Based on professional experience in the field of design, it is observed that even minor changes in visual components – color, shape, typography – can significantly change the perception of a product and affect its market performance. Close cooperation between graphic designers and marketers allows ensuring consistency between the visual image and the overall brand strategy. As a result, design acts not only as a tool for attracting attention, but also as a means of forming brand identity and increasing the competitiveness of the product.

The process of transforming an ordinary candy into a recognizable brand is a complex art that combines emotional, functional and strategic branding components. This is especially true for traditional confectionery manufacturers in developing countries,

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where the market is extremely competitive. The empirical study, the results of which are presented below, demonstrates which factors have the strongest influence on the formation of consumer loyalty to the brand, and how the candy becomes part of the cultural and emotional space of the consumer.

2. Analysis of Recent Scientific Research and Publications

The issue of brand formation in the confectionery sector is sufficiently researched in foreign and domestic scientific literature. In modern discourse, this topic is considered from various aspects – from branding strategy to visual identity and consumer behavioral models.

A significant contribution to the development of the topic was made by A.I. Semenyuk (Semenyuk, 2019), who in her thesis outlined key approaches to strategic branding of confectionery enterprises. Her research focuses on the role of marketing strategies focused on the emotional component of consumer perception. An important addition to this is the work of B.A. Stovbur and M.V. Potapenko (2022), which analyzes the visual elements of identity, in particular the logo, color palette and typography, which are an integral part of the formation of a confectionery brand. Among Ukrainian studies, it is also worth mentioning the work of Z. Zhivko and N. Petrukha (2023), who, although working in the broader context of digitalization, consider the issue of forming digital competencies necessary for effective branding.

Among foreign publications, it is worth highlighting the study by A. Chystiukhina (2024), which characterizes the specifics of branding in the confectionery and cafe segments, focusing on brand personalization and localization of marketing approaches. Interesting examples of the use of archetypes in building consumer loyalty on the Polish market are provided by A. Dewalska-Opitek et al. (2023), who demonstrate how a confectionery brand can play the role of a “friend” or “hero” in the perception of the client. At the same time, the study by N. Thai et al. (Thai, et al. 2020) focuses on loyalty to traditional confectionery brands in new markets, highlighting the cultural component as an important factor in branding.

The research also used expert literature, in particular publications in modern online publications, such as Confetti.design (Roy, 2025), McKinsey Quarterly (The business value of design, 2018), ecommercenurse.com (Essential Design Elements, 2025), sellerassistant.app (Why is Main Image important, 2025), which reveal current trends in design, the role of the main image in online sales, as well as the importance of creative content in digital marketing (Yuniarti, Aziz & Gani, 2024).

Despite the sufficient amount of literature on this topic, there is a lack of systematized material on the topic of research, and therefore, using various methods of scientific knowledge, the information was analyzed, grouped, systematized, and presented in the light of the research topic.

3. Survey Methodology

The aim of the article is to clarify the features of brand formation in the confectionery sector, taking into account theoretical approaches, the emotional component and modern brand practices. To achieve this goal, the following tasks will be performed during the study: to analyze theoretical approaches to the formation of brand images and symbolism based on the archetypal model; to characterize the meaning of the brand as a means of creating an emotional connection and product differentiation in the confectionery industry; to identify key features and current trends in branding in the context of digital transformation and the growth of cultural sensitivity of consumers.

4. Findings

In modern marketing practice, a brand acts not only as a means of product differentiation, but also as a carrier of symbolic and emotional capital. Brand formation in the consumer goods sector, in particular in the confectionery industry, is based on a combination of functional characteristics of the product with deeper psychological factors that influence consumer behavior. In this context, the concept of brand identity – a structured complex of associations, symbols and narratives that form a unique image of the brand in the imagination of the target audience – acquires special importance.

One of the key theoretical approaches to building brand identity is the archetypal model, which provides a deep connection between the brand and the consumer at the level of the collective unconscious. The theory of archetypes, initiated by C.G. Jung, suggests the existence of universal patterns of behavior that are rooted in the collective unconscious and activated in consumer perception through brand symbolism. The use of archetypes in marketing allows brands to personify certain roles – for example, Lover, Hero, Rebel, or Creator – that correspond to the deep emotional needs of the target audience. This contributes to the formation of trust, recognition, and emotional attachment to the brand.

In the confectionery segment, archetypes allow for a deeper, more emotionally charged communication between the brand and the consumer, transforming the candy into a bearer of values, dreams, or pleasure. For example, the Lover archetype is successfully used by the Ukrainian brand Korona or Roshen in chocolate

advertising, where the packaging design emphasizes sensuality and pleasure. In contrast, Roshen comes to the image of the Creator when advertising waffles.

By identifying primary and secondary archetypes and controlling their level of implementation (minimal, dominant, iconic), brands can strategically manage their image and create consistent emotional communication with the market. Thus, archetypes serve as not only a metaphorical but also a practical tool in the art of transforming candy into a brand (Dewalska-Opitek, Bilińska & Szejniuk, 2023).

In confectionery branding, not only the quality of the product plays an important role, but also the ability to create a unique experience for the consumer (Chystiukhina, 2024). However, brand satisfaction has a stronger and more significant influence on brand loyalty than direct brand impact. This means that a positive image alone is not enough – the consumer must be deeply satisfied with the product in order to remain loyal to the brand (Thai, et al. 2020). Patisseries build customer loyalty through emotional engagement, which is achieved by organizing events such as workshops for children, themed evenings, tastings, and cooking shows.

The key feature is the creation of a positive image through the atmosphere, service style, visual design and WOW effects. Outdoor advertising, digital promotion, branded certificates and business cards help to consolidate the brand image in the consumer's mind. Successful branding of sweets is based on the systematic use of experiential marketing, which builds trust, increases the prestige of the establishment and ensures long-term positioning in the market (Chystiukhina, 2024).

Design plays a fundamental role in building a strong, recognizable brand, acting as a strategic tool for differentiation, building trust, and creating an emotional connection with the target audience. In the context of branding, design in the McKinsey Design Index (MDI) is viewed not as an additional component, but as a system-forming discipline that encompasses all stages of user interaction – from the first touch to after-sales service.

1. Design as an integrated component of brand strategy. McKinsey emphasizes that successful companies integrate design into brand strategy at the executive level, considering it on a par with finance or operational efficiency. This approach ensures brand consistency across all touchpoints: the physical product, the digital interface, the service interaction. This means that brand design is not just about the logo or packaging it includes the way the customer perceives the brand as a holistic experience.

For example, McKinsey cites examples of companies where top management personally communicates with customers or invites them to internal meetings. This practice reinforces the brand's value through the

empathetic understanding of user needs that underpins design. Thus, design becomes a means of translating brand promises into concrete solutions that resonate with consumer expectations.

2. Design as a means of emotional and functional connection with the brand. Design not only increases recognition, but also shapes the emotional perception of the brand through clearly thought-out interaction. Companies that blur the lines between physical, digital and service aspects create an integrated brand experience, which is a long-term competitive advantage. McKinsey gives the example of a hotel brand that adds a symbolic souvenir (a duck with the symbols of the city) to each departure – this is not just a detail, but a thoughtful design element that strengthens the connection with the brand and stimulates repeat visits.

3. Brand Communication Consistency Through Design. MDI also shows that design leaders ensure consistency and integrity in brand communication, which is manifested in unified visual styles, typography, UX/UI principles, and even the style of prototypes. All of this ensures brand recognition in any medium – whether it's a mobile app, a physical product, or an advertising campaign.

4. The cultural environment of the brand and the role of design in its formation. McKinsey emphasizes that design is not only an external representation of the brand, but also an internal tool for cultural transformation. Companies with high design indicators create cross-functional teams, where designers participate in strategic decisions on a par with marketing, engineering or R&D. This approach forms the brand as an organic system, where each element from concept to interaction resonates with the chosen value proposition (The business value of design, 2018).

Design also plays a special role in shaping marketing strategies that are focused on the digital environment. In particular, **social networks** play a key role in brand development, providing a platform for visual communication, interaction with consumers, and the formation of a sustainable brand identity. According to a study by Yuniarti, Aziz and Gani (2024), creative content on social networks is a critical factor in the effectiveness of digital marketing, since it is visually attractive and creatively structured material that stimulates consumer attention, interest and action. The authors emphasize that social platforms allow brands to build long-term relationships with their audience through personalized communication, message flexibility and constant interaction. Such an approach not only strengthens brand recognition, but also contributes to the growth of loyalty, frequency of purchases and recommendations, which is critically important in the competitive environment of the digital economy (Yuniarti, Aziz & Gani, 2024).

From a strategic branding perspective, visual consistency across all key images reinforces brand

identity and creates a sense of professionalism and trustworthiness. A consistent visual style is perceived by the user as a marker of quality, which reduces purchase risk and encourages repeat transactions. In addition, adhering to marketing platform specifications regarding backgrounds, angles, quality, and minimizing graphic “noise” not only affects product visibility in search results, but also prevents moderation penalties (Why is Main Image important, 2025).

Building a strong brand on marketplaces goes beyond traditional advertising and requires a holistic visual communication strategy. A successful brand must not only present its product, but also form a lasting emotional association, visual recognition and buyer trust. Amazon provides a number of tools for this, which must be strategically combined (Essential Design Elements, 2025).

In today's competitive environment, branding plays a key role in shaping a successful development strategy for companies in the confectionery industry. It acts not only as a means of visual identification, but also as a tool for forming an emotional connection with the target audience, creating a community of consumers and communicating brand values. In conditions of high competition and a wide range, it is branding that allows products to stand out on the shelves and form brand loyalty. As Roy A. emphasizes (Roy, 2025), modern branding must not only meet consumer expectations, but also dynamically adapt to new technological, social and cultural changes in order to remain relevant and competitive. Based on this source, the following key branding trends in the confectionery industry can be identified:

In summary, effective branding in the bakery and confectionery industry must be flexible, technologically adaptable, and socially relevant. It must not only respond to current trends, but also anticipate changes

in consumer behavior in order to maintain emotional resonance and long-term brand value in the minds of the audience.

At the same time, the subtleties of brand formation in the confectionery sector are associated not only with archetypes, design or emotional communication, but also with a carefully structured branding strategy that takes into account the specifics of consumer behavior, the context of taste perception, aesthetics and even the audience's digital skills. As emphasized by Semenyuk A.I. (2019), a successful branding strategy for a confectionery company should be based on a multi-level analysis of the competitive environment, positioning and value proposition. The author draws attention to the importance of combining the rational component (quality, price, technology) with the emotional (aesthetics, associativity, trust), because it is this dichotomy that determines consumer choice in the hyper-competitive environment of sweets.

In addition, Stovbur B.A. and Potapenko M.V. (2022) focus on design as a visual marker of authenticity, emphasizing that elements of confectionery brand identity should take into account cultural symbolism, traditional visual codes, and even textile ornaments characteristic of the local context. For example, the use of floral motifs, stylized fonts, or a folklore palette allows brands to create an emotionally recognizable image that immediately resonates with local perceptions of “their” sweets.

No less important in modern branding is the digital competence of the consumer. As Boyko O.Yu. notes (2023), in modern conditions, digital literacy – the ability to navigate interfaces, consume visual and textual content, analyze reviews and ratings – becomes an integral factor that determines the effectiveness of brand promotion in the online environment. In the field of sweets, this is especially relevant, because users are looking for impressions: visual images, recipes,

Table 1
Features of brand formation on e-commerce platforms

Branding component	Tool/Format on Amazon	Mechanism of influence	Strategic importance
Visual identity	Professional images, consistent style	Creates brand awareness and association	Increases trust, distinguishes the brand from competitors
Emotional positioning	Lifestyle content, video, Brand Story	Builds a connection with the consumer through history, context, and usage scenarios	Strengthens loyalty, influences long-term customer relationships
Functional differentiation	Infographics, A+ Content	Explains benefits, characteristics, unique properties	Justifies brand choice, reduces uncertainty
Information transparency	Certificates, reviews, guarantees (included in content)	Reinforces credibility and compliance with expectations	Minimizes product returns, increases trust
Brand ecosystem	Brand Storefront	Combines the assortment into a holistic presentation	Promotes cross-selling, strengthens the brand through navigation without external advertising
Multimodal communication	Video content: demos, instructions, emotional stories	Affects different types of perception: visual, auditory, emotional	Expands audience reach, increases the effectiveness of product presentation

Note: systematized by the author based on Essential Design Elements, 2025

Table 2**Key branding trends in the confectionery industry**

No.	Trend	Short description
1	Sustainable development and environmental friendliness	Emphasis on eco-packaging and environmental practices that meet the expectations of 72% of consumers.
2	Brand history and emotional connection	Creating a brand narrative to form a deep connection with your audience; 75% of consumers trust a brand with a story more.
3	Digital presence and social media	Active activity on social media, particularly Instagram and Pinterest, as a key channel for discovering new brands (63% of consumers).
4	Personalizing the consumer experience	Collaboration with niche influencers and adaptation of brand communication to narrow target audiences.
5	Aesthetics as a positioning tool	Visual identity (logo, colors, packaging) as a strategic means of positioning and forming a premium brand image.
6	Healthy lifestyle and ingredient transparency	Transparent communication regarding product composition, focus on naturalness and the absence of harmful additives as a response to the demand for healthy consumption.

Note: systematized by the author based on Roy, 2025

packaging and lifestyle associations, which are broadcast through social networks or marketplaces, form the initial impression even before tasting the product.

branding processes is also important, as studied by Zhyvko and Petrukha (2023). The authors emphasize that digital competencies should encompass not only the user, but also the brand manager himself: the ability to create integrated visual solutions, analyze analytics in real time, adapt content to platforms and the language of the audience becomes critically important in the era of marketing dynamics. In the case of confectionery branding, this is manifested in the flexible use of the story format, video reviews, interactive packaging (QR codes with augmented reality), etc.

Thus, the intricacies of working with a brand in the confectionery sector include a strategic combination of design, emotional content, cultural code and digital awareness of both sides – both the brand and its audience. It is this multidimensional, interdisciplinary model that allows you to transform an ordinary product into a lifestyle symbol, part of the aesthetic and emotional experience of the consumer.

5. Conclusions

In the context of modern theoretical approaches to branding, archetype models that provide an emotional and symbolic connection between the brand and the consumer are of particular importance. The use of the archetypal model, based on the Jungian concept of the collective unconscious, allows confectionery brands to form recognizable, deeply emotional images – in

particular, the Lover, the Creator, the Hero or the Rebel – that are transmitted through visual solutions, advertising messages and packaging. Thanks to this, the brand is able to transform an ordinary product, such as candy, into an element of cultural identity, a carrier of aesthetic and emotional values.

A brand in the confectionery sector not only serves as a means of differentiation, but also acts as a comprehensive tool for creating trust, loyalty, and emotional attachment. In a competitive environment, brand identity becomes a key factor in market stability, as it allows you to form a community of consumers and maintain long-term interaction based on aesthetic pleasure, trust in quality, and emotional resonance. It is the brand promise – a message about the product's values embedded in the visual, textual, and communication structure – that shapes expectations and satisfaction, which, in turn, influences repeat purchases and loyalty.

Modern branding in the confectionery industry increasingly relies on a comprehensive digital presence, design as a strategic resource, cross-media identity and orientation towards consumer trends: environmental friendliness, personalization, transparency, visual aesthetics and authentic brand history. Effective branding requires the integration of cultural codes, creative solutions, flexible digital strategies and multi-level analysis of the target audience. It is this synergy between visual, emotional, strategic and digital dimensions that provides brands in the confectionery sector with competitive advantage and long-term relevance.

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Received on: 15th of March, 2026

Accepted on: 27th of April, 2026

Published on: 15th of May, 2026