

United Arab Emirates Sugar Confectionery Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The United Arab Emirates Sugar Confectionery Market is projected to register a CAGR of 5.69% during the forecast period (2022-2027).

Businesses, including the confectionery industry, have suffered significant losses due to the COVID-19 outbreak and its complicated developments, including volatility in commodity costs, since the beginning of 2020. In the case of the United Arab Emirates (UAE), the government imposed a lockdown for around four weeks in the country, post which malls and other retail outlets were allowed to reopen with a maximum capacity of 30%. Furthermore, the import of food and beverage products, including sugar confectionery, witnessed a major disruption given the pandemic. This situation encouraged a shift in focus toward local production.

Consumers in the country shifted their preferences toward essential goods, resulting in an adverse impact on the initially studied chocolate and sugar confectionery segments of the market. For instance, Nestle SA reported slightly negative growth in the confectionery segment in 2020, with a reduced demand for impulse and gifting products. Similarly, Mondelez International reported a decline of around 19.16% in its net revenues generated by its Gum & Candy operating segment in Asia, the Middle East, (AMEA) region in 2020.

The United Arab Emirates ranks seventh among the top 10 confectionery markets in per capita expenditure (in US Dollar), higher than Saudi Arabia, China, and Malaysia. During the forecast period, the market's growth is primarily attributed to the growing demand for premium confectionery with new and innovative flavors offered in attractive packaging as a gifting item for festivals and other occasions.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

UAE Sugar Confectionery Market Trends

Pastilles and Jellies Lead the Market Growth

Over the past few years, the increased consumption of pastilles in the country may be primarily attributed to the increased consumption of medicinal or throat lozenges, a type of pastille that helps provide temporary relief from coughs and other throat problems. Lozenges also help soothe and lubricate the throat tissues affected by influenza or the common cold. The growing number of consumers who contract bacterial or viral infections in the country has led to the increased consumption of lozenges over the past few years, thereby leading to the growth of this market segment. Additionally, the availability of fruit-flavored pastilles containing ingredients such as Zinc, Vitamin C, and honey has become popular among health-conscious consumers focusing on preventive health care, which has become paramount considering the COVID-19 pandemic. This factor is projected to boost the market's growth during the forecast period.

Despite the growing awareness and concerns about calorie intake among health-conscious consumers, the lure of chocolates and candies has grown stronger in the country over the past few years. This factor has led to the increased consumption of jellies over the study period.

Rising Expenditure on Sugar Confectionery Products In The Country

The UAE market witnessed a consistent rise in the consumption of sugar confectionery over the past few years, and the industry is predominantly driven by the consumption of chocolate products in the country. Due to international companies setting up factories in the country to the emergence of local small-scale organizations, there is an awareness of an expanding market and demand for standard and luxury chocolate that serves the gifting purpose and personal/individual consumption. The premium packaging of chocolates opened new avenues for products under the luxury gifting categories. Chocolate producers focus on manufacturing new flavors that cater to changing consumer demands. For instance: In 2020, Nestle launched a limited edition green tea matcha KitKat in selected GCC markets, including United Arab Emirates, Saudi Arabia, and Kuwait. The product combines white chocolate to provide a sweet and fragrant flavor without artificial color, flavors, or preservatives. Such product launches are not just supporting the consumer's demand for premium chocolates but are also meeting the ongoing trend of organic/chocolates with no artificial food ingredients.

UAE Sugar Confectionery Market Competitor Analysis

The UAE sugar confectionery market is fragmented and highly competitive, with major market share held by prominent players, such as August Storck KG, HARIBO GmbH & Co KG, Perfetti Van Melle, Nestle SA, Mondelez International Inc., Mars Inc., Adams and Brooks Candy, Al Seedawi Lebanese & Emirates Factory Co., American Licorice, Ferrero Group. Multinational brands, such as Perfetti Van Melle and Mars Inc., continued to dominate the market in 2021, owing to their robust product offerings via their brands and a strong supply and distribution network in the country. While the key players enjoyed a dominant presence over the study period, local and newer players have been giving competition by focusing on pricing, the quality of products, the innovation of products catering to consumer tastes and preferences, and healthier alternatives to conventional confectionery products.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Consumers

4.3.3 Threat of New Entrants

4.3.4 Threat of Substitutes

4.3.5 Degree of Competition

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Boiled Sweets

5.1.2 Toffees, Caramels, and Nougat

5.1.3 Pastilles and Jellies

5.1.4 Mints

5.1.5 Other Product Types

5.2 By Distribution Channel

5.2.1 Supermarkets/Hypermarkets

5.2.2 Specialist Retailers

5.2.3 Convenience Stores

5.2.4 Online Retail Stores

5.2.5 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

6.1 Strategies Adopted by Key Players

6.2 Most Active Companies

6.3 Market Share Analysis

6.4 Company Profiles

6.4.1 HARIBO GmbH & Co KG

6.4.2 Perfetti Van Melle

6.4.3 August Storck KG

6.4.4 Nestle SA

6.4.5 Mondelez International Inc.

6.4.6 Mars Inc.

6.4.7 Adams and Brooks Candy

6.4.8 American Licorice

6.4.9 Ferrero Group

6.4.10 Al Seedawi Lebanese & Emirates Factory Co.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

United Arab Emirates Sugar Confectionery Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

