

## **Confectionery Ingredients - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Confectionery Ingredients Market size is estimated at USD 81.41 billion in 2024, and is expected to reach USD 96.41 billion by 2029, growing at a CAGR of 3.44% during the forecast period (2024-2029).

#### Key Highlights

- The confectionery ingredients market is driven by growing industrialization and the rising demand for confectionery products across the globe. Also, owing to the factor such as enhanced research and development and innovations to strengthen the confectionery ingredients market, along with frequent launches of new formulated products such as aerated confectionery, caramel confectionery, fillings, coatings, and others.
- Geographically, the European region was witnessed with the largest market for confectionery ingredients, followed by North America owing to the high demand for confectionery products and the advanced technology available in these regions. Asia-Pacific region is witnessed to have the fastest growth in the global market.
- However, factors such as regulations for the use of confectionery ingredient products to maintain the international quality standards, volatile cocoa prices, and uncertainty over the consumption due to the health issues related to it are the factors detaining the market.

#### Confectionery Ingredients Market Trends

##### Rising Demand For Flavored Confectioneries

The demand for flavored confectioneries, such as chocolate, strawberry, orange, and others have witnessed a steady increase in

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its growth owing to its unique taste attracting the consumers, appealing packaging of products, along with marketing & promotional activities conducted by the key players to increase the outreach of their products among their targeted end-user segments. For instance, Ferrero, introduced a confectionery product-Kinder Joy, consisting of kinder toys within the chocolates and strategies such as blue chocolates and pink chocolates aimed at boys and girls respectively. In addition, the company also has conducted several marketing events. For instance, in 2016, the company initiated an innovative platform for storytelling, namely 'The Kinder Joy story station' to increase brand engagement. Such advertising and marketing strategies are bound to increase the demand for chocolate confectionery products over the forecast period. In addition, frequent launches of new products such as sugar-free chocolate and organic confectioneries in the confectionery market further boost market growth across the globe.

#### Asia Pacific To Be The Fastest-Growing Region In The Global Market

The Asia-Pacific region is projected to be the fastest-growing region in the global market of confectionery ingredients, owing to the rise in the demand for confectionery products, growing disposable income with increasing purchasing power, and the increasing number of regional players, especially in the countries such as India, and China. In addition, increasing the adoption of western culture and the rise in the awareness of the health benefits of consuming dark chocolates is projected to increase the market growth.

#### Confectionery Ingredients Industry Overview

The global confectionery ingredients market is competitive and fragmented in nature owing to the presence of many regional and domestic players. Emphasis is given on the merger, expansion, acquisition, and partnership of the companies along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Key players dominating the global market include Cargill, Incorporated, ADM, Olam International, DuPont, and Kerry Inc. among others.

#### Additional Benefits:

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

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