

**United States Confectionery Market Assessment, By Confectionery Type [Baker's Confectionery-Cookies, Cakes, Pastries, Others; Sugar Confectionery-Chocolate/Nougat, Candies, Gums, Mints, Ice-Cream, Others], By Flavour [Dark Chocolate, White/Milk Chocolate, Caramels, Fruit and Nuts, Others], By Nutrition [Energy Bars, Conventional Bars], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drug Stores, Bakeries, Brand Store/ Kiosks, Others], By Region, Opportunities, and Forecast, 2016-2030F**

Market Report | 2024-04-19 | 86 pages | Market Xcel - Markets and Data

**AVAILABLE LICENSES:**

- Single User License \$3300.00
- Muti-User/Corporate Licence \$4500.00
- Custom Research License \$7000.00

**Report description:**

United States Confectionery Market witnessed a CAGR of 5.3% during the forecast period 2023-2030 and was valued at USD 33.21 billion in 2022. Drivers influencing the growth of confectionery market in the United States include higher usage of chocolates and candies for gifting purpose, consumption of candies at home as a treat and consumer preference of trying newer varieties of confectionery items. Consumers in the Unites States are more prone to confectionery products especially candies. As per USDA, more than 68% of the candies are consumed at home by the people in the United States.

The United States is the largest importer of confectionery products with 1500KT imports in 2021. Chocolate confectionery accounted of nearly 50% of the total confectionery sales in the country in 2022. For a long period of time, the confectionery sector remained immune to changing health preferences of customers. Consumers have been demanding for healthier and more organic

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

products for a while now, but their focus has largely been on the essential "mealtime" foods like meat, dairy, prepared foods, and bakery, to mention a few. Sales of low-calorie and sugar-free confectionery products have increased owing to increasing health awareness and obesity incidence in the United States.

#### Affordability of Wide Range of Products in New Flavours

Consumers are always willing to try new products, which offers them variety of options. Candy companies focus on making their products more appealing for kids by offering variety of products in terms of flavour and packaging. As a result, vendors in this industry must invest extensively in research & development to generate new goods with innovative designs, flavours, and packaging.

#### Preference for Healthier Confectionery

In response to consumer's demand for healthier snacks, huge corporations have made a significant strategic decision that prioritises convenience, flavour, and healthier snacking. The demand for organic chocolate is increasing because it doesn't contain any added ingredients that can negatively impact the health of the consumer. As customers are prioritizing their health and wellness, they prefer natural, gluten and sugar free chocolates. Majority of confectionery companies are offering new chocolate flavours in inventive packaging that allows consumers to enjoy a tiny amount while saving the rest for later.

#### Government Scheme for United States Confectionery

The NCA (National Confectioners Association) is a trade association that promotes chocolate, gums, candy, mints and the companies that manufactures them. As the largest association for the confectionery business in the United States, NCA works to ensure that the public knows and appreciates the special role that chocolates and candies plays in leading a healthy and balanced lifestyle.

#### Impact of COVID-19 on United States Confectionery Market

The market for confectionery has been severely impacted by the COVID-19 pandemic. Throughout 2020, the confectionery industry has been affected by the strict regulations and lockdown, which had a drastic impact on the supply chain of raw materials (agro-based product, food products, and advanced food products), trade and logistic support, demand-supply volatility, uncertain customer needs, and the workforce at the industrial level. One of the main factors that affected the confectionery industry during the lockdown was the reduction in sales as a result of fewer presents and purchases made by consumers across the nation. The confectionery market recovered after the lockdown due to the reopening of manufacturing facilities, and supply chain of companies started improving.

#### Impact of Russia-Ukraine War on United States Confectionery Market

The Russia-Ukraine war negatively impacted the market globally, especially in Eastern Europe, the United States, Eastern & Central Asia. Major confectionery producers such as Mars, Mondelz, and Nestle announced that they had temporarily halted manufacturing.

### 1. By Confectionery Type

#### 1.1 Baker's Confectionery

##### 1.1.1 Cookies

##### 1.1.2 Cakes

##### 1.1.3 Pastries

##### 1.1.4 Others

#### 1.2 Sugar Confectionery

##### 1.2.1 Chocolate/Nougat

##### 1.2.2 Candies

##### 1.2.3 Gums

##### 1.2.4 Mints

##### 1.2.5 Ice-Cream

##### 1.2.6 Others

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 2. By Flavour
  - 2.1.1 Dark chocolate
  - 2.1.2 White/Milk chocolate
  - 2.1.3 Caramels
  - 2.1.4 Fruit and Nuts
  - 2.1.5 Others
- 3. By Nutrition
  - 3.1.1 Energy Bars
  - 3.1.2 Conventional Bars
- 4. By Distribution Channel
  - 4.1 Online
  - 4.2 Offline
    - 4.2.1 Supermarkets/Hypermarkets
    - 4.2.2 Convenience Stores
    - 4.2.3 Pharmacies/Drug Stores
    - 4.2.4 Bakeries
    - 4.2.5 Brand Store/ Kiosks
    - 4.2.6 Others
- 5. By Region
  - 5.1 Northeast
  - 5.2 Southwest
  - 5.3 West
  - 5.4 Southeast
  - 5.5 Midwest

#### Key Player Landscape and Outlook

Due to the dominant position of a few major companies in the market, the market is extremely concentrated. By expanding its distribution networks, implementing cost-saving strategies, and releasing a wide range of products in the market, the players are making significant profits.

#### Key Players Operating in United States Confectionary Market

- 1. Mars, Incorporated
- 2. Mondelez International, Inc.
- 3. The Hershey Company
- 4. Ferrero SPA
- 5. Nestle USA, Inc.
- 6. General Mills, Inc.
- 7. Lindt and Sprungli USA, Inc.
- 8. The Kraft Heinz Co.
- 9. Simply Good Foods Co.
- 10. Kellogg Co.

#### Table of Contents:

- 1. Research Methodology
- 2. Product Overview
- 3. Impact of COVID-19 on United States Confectionery Market
- 4. Impact of Russia-Ukraine War on United States Confectionery Market
- 5. Voice of Customer
  - 5.1 Packaged Products vs Fresh Product

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 5.2□Brand Awareness and Loyalty
- 5.3□Factors Considered in Purchase Decision
  - 5.3.1□Hygiene
  - 5.3.2□Quality
  - 5.3.3□Quantity
  - 5.3.4□Price
  - 5.3.5□Quantity w.r.t Price
  - 5.3.6□Packaging
  - 5.3.7□Shelf Life
  - 5.3.8□Offers and Discount
  - 5.3.9□Taste Preferences
  - 5.3.10□Reviews and Recommendations
- 5.4□Channel of Purchase
- 5.5□Frequency of Purchase
- 5.6□Market Intelligence
- 5.7□Impact of Influencer Marketing or Celebrity Endorsements on Product and Brand Absorption
- 6.□Executive Summary
- 7.□United States Confectionery Market Outlook, 2016-2030F
  - 7.1□Market Size & Forecast □
    - 7.1.1□By Value
    - 7.1.2□By Volume
  - 7.2□Market Share & Forecast
    - 7.2.1□By Confectionery Type
      - 7.2.1.1□Baker's Confectionery
        - 7.2.1.1.1□Cookies
        - 7.2.1.1.2□Cakes
        - 7.2.1.1.3□Pastries
        - 7.2.1.1.4□Others
      - 7.2.1.2□Sugar Confectionery
        - 7.2.1.2.1□Chocolate/Nougat
        - 7.2.1.2.2□Candies
        - 7.2.1.2.3□Gums
        - 7.2.1.2.4□Mints
        - 7.2.1.2.5□Ice-Cream
        - 7.2.1.2.6□Others
    - 7.2.2□By Flavour
      - 7.2.2.1.1□Dark chocolate
      - 7.2.2.1.2□White/Milk chocolate
      - 7.2.2.1.3□Caramels
      - 7.2.2.1.4□Fruit and Nuts
      - 7.2.2.1.5□Others
  - 7.2.3□By Nutrition
    - 7.2.3.1.1□Energy Bars
    - 7.2.3.1.2□Conventional Bars
  - 7.2.4□By Distribution Channel
    - 7.2.4.1□Online
    - 7.2.4.2□Offline

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- 7.2.4.2.1 Supermarkets/Hypermarkets
- 7.2.4.2.2 Convenience Stores
- 7.2.4.2.3 Pharmacies/Drug Stores
- 7.2.4.2.4 Bakeries
- 7.2.4.2.5 Brand Store/ Kiosks
- 7.2.4.2.6 Others
- 7.2.5 By Region
  - 7.2.5.1 Northeast
  - 7.2.5.2 Southwest
  - 7.2.5.3 West
  - 7.2.5.4 Southeast
  - 7.2.5.5 Midwest
- 7.2.6 By Company Market Share (%), 2022
- 8. United States Confectionery Market Mapping, 2022
  - 8.1 By Confectionery Type
  - 8.2 By Flavour
  - 8.3 By Nutrition
  - 8.4 By Distribution Channel
  - 8.5 By Region
- 9. Pricing Analysis for Key Five Market Players
- 10. Macro Environment and Industry Structure
  - 10.1 Value Chain Analysis
  - 10.2 Supply Demand Analysis
  - 10.3 Import Export Analysis
  - 10.4 PESTEL Analysis
    - 10.4.1 Political Factors
    - 10.4.2 Economic System
    - 10.4.3 Social Implications
    - 10.4.4 Technological Advancements
    - 10.4.5 Environmental Impacts
    - 10.4.6 Legal Policies and Regulatory Bodies
  - 10.5 Porter's Five Forces Analysis
    - 10.5.1 Supplier Power
    - 10.5.2 Buyer Power
    - 10.5.3 Substitution Threat
    - 10.5.4 Threat from New Entrant
    - 10.5.5 Competitive Rivalry
- 11. Case Studies
- 12. Market Dynamics
  - 12.1 Trends and Developments
  - 12.2 Growth Drivers
  - 12.3 Pertaining Challenges
- 13. Key Players Landscape
  - 13.1 Competition Matrix of Market Leaders
  - 13.2 Market Revenue Analysis of Market Leaders (in %, 2022)
  - 13.3 SWOT Analysis (For Five Market Players)
  - 13.4 Mergers & Acquisitions/Joint Ventures (If Applicable)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

14.□Key Players Outlook

9.1. Mars, Incorporated

14.1.1□Company Details

14.1.2□Key Management Personnel

14.1.3□Products & Services

14.1.4□Financials (As reported)

14.1.5□Key Market Focus & Geographical Presence

14.1.6□Recent Developments

14.2□Mondelez International, Inc.

14.3□The Hershey Company

14.4□Ferrero SPA

14.5□Nestle USA, Inc.

14.6□General Mills, Inc.

14.7□Lindt and Sprungli USA, Inc.

14.8□The Kraft Heinz Co.

14.9□Simply Good Foods Co.

14.10□Kellogg Co.

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

15.□Strategic Recommendations

16.□About Us & Disclaimer

**United States Confectionary Market Assessment, By Confectionery Type [Baker's Confectionery-Cookies, Cakes, Pastries, Others; Sugar Confectionery-Chocolate/Nougat, Candies, Gums, Mints, Ice-Cream, Others], By Flavour [Dark Chocolate, White/Milk Chocolate, Caramels, Fruit and Nuts, Others], By Nutrition [Energy Bars, Conventional Bars], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drug Stores, Bakeries, Brand Store/ Kiosks, Others], By Region, Opportunities, and Forecast, 2016-2030F**

Market Report | 2024-04-19 | 86 pages | Market Xcel - Markets and Data

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	\$3300.00
	Muti-User/Corporate Licence	\$4500.00
	Custom Research License	\$7000.00
		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.

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)