

## **Sugar Confectionery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 348 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 Sugar Confectionery Market size is estimated at 60.64 billion USD in 2025, and is expected to reach 81.88 billion USD by 2030, growing at a CAGR of 6.19% during the forecast period (2025-2030).

Online retail is likely to be the fastest-growing channel owing to benefits like timeliness, convenience, and quick delivery, registering a Y-o-Y growth rate of 6.10% over 2023-2024

- Distribution channels in the global sugar confectionery market maintained a value growth rate of 5.03% in 2023 compared to 2022. The growth is expected to be driven by consumers' increasing preference for convenient shopping options in the market. Factors such as increasing preference for in-person shopping, increasing demand for discount offers, etc., are expected to significantly boost the retail industry during the forecast period. By volume, global retailing units were expected to grow by 4.65% in 2023.
- By value, online retail channels are likely to be the fastest-growing channels. The segment was anticipated to attain a value growth rate of 37.76% in 2023 compared to the year 2022. Online stores allow consumers to select from a large collection of product offerings marketed under private labels as well as mainstream brands. Also, online channels provide bulk purchase discounts and coupon codes to attract potential buyers, which, in turn, influences the online sales of confectionery.
- Convenience stores are the largest-growing segment in the global sugar confectionery market. The sales value of sugar confectionery products through convenience stores registered a growth rate of 4.93% in 2023 compared to the previous year, 2022. The growth is primarily because of the positioning of confectionery products such as chocolates, candies, and gums at the checkout counter, which fuels consumers' impulse buying.
- Supermarkets are the second-leading channel through which sugar confectionery is consumed. In 2023, the segment witnessed

**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)

a value growth rate of 4.64% compared to 2022. The increasing sugar confectionery sales through supermarkets is primarily because of the extensive availability of several brands under one roof.

North America is the largest revenue-generating region, with its rising volume of consumers with a sweet tooth

- The global sugar confectionery market observed a growth rate of 4.7% by value in 2023 compared to 2022. The growing trend is mainly due to the rising adoption of convenient bite-size snacking via sugar confectionery like toffees, hard candies, and jellies, and the increasing use of sugar confectionery in the formulation of a wide variety of beverage and confectionery products, such as cakes, milkshakes, croissants, and hot sugar, which is contributing to the global sugar confectionery market's growth.
- North America is the largest regional market, attaining a value growth rate of 5.76% in 2023 from 2022. Its growth is anticipated due to the rising volume of consumers with a sweet tooth across the region. Despite the rise in healthier eating, the rise in candy sales has been favorable over the years. Consumers across the region tend to have a habit of incorporating candy and sweets into their diet as post-meal treats or snacks. In 2022, the average American ate (or drank) 34 teaspoons of sugar a day, equal to 500+ calories. Out of this, 10% of the sugar in the average person's diet comes from candy.
- Africa is the fastest-growing region in the overall sugar confectionery market and is likely to attain a value growth rate of 31.06% during the forecast period (2024-2030). The availability of sugar confections in unique flavors, such as Nurungji and Honey-Filled Candy, is attracting the African population. The gummies and jellies variant is considered the largest segment in the sugar-confectionery industry in Africa, with a 34% share in 2023. Consumers are attracted by the availability of these confections in unique textures, flavors, and colors. Thus, the innovations in the segment are likely to boost the region's sales during the forecast period.

## Global Sugar Confectionery Market Trends

Impulse buying and visual appeal play a significant role in the growth of the market worldwide

- Sugar confectionery consumption around the globe is attributed to factors like traditional customs, cultural celebrations, and regular snacking among the population in particular regions. In Asia-Pacific, about 78% of consumers preferred consuming hard candies during their work and traveling period in 2022-2023.
- Under product attributes, consumers are significantly focusing on brand image. Around 70% of the total population prefers products that come with a good brand image. Packaging is considered the second most important product attribute for confectionery products, which determines the likelihood of their purchasing.
- In 2023, sugar confections witnessed a hike in their sales by 4.5% compared to 2022. The sales growth was linked to the growing consumer density for sugar confectionery with unique flavors. Under sugar confectionery, hard candy gained a significant volume of popularity in 2022 as consumers preferred them during traveling and working hours.
- Product marketing and advertisement play important roles in the consumption and selling of products. Products with labels that advertise the "immune-boosting" or "herbal" anti-oxidant benefits are being introduced more frequently. Sugar-free claims are also attracting consumer interest, with more than 40% of consumers looking for low-sugar claims when choosing new products in the global market.

## Sugar Confectionery Industry Overview

**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)

The Sugar Confectionery Market is fragmented, with the top five companies occupying 21.49%. The major players in this market are HARIBO Holding GmbH & Co. KG, Mars Incorporated, Mondelez International Inc., Nestle SA and Perfetti Van Melle BV (sorted alphabetically).

Additional Benefits:

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

**Table of Contents:**

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Regulatory Framework

4.2 Consumer Buying Behavior

4.3 Ingredient Analysis

4.4 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2030 and analysis of growth prospects)

5.1 Confectionery Variant

5.1.1 Hard Candy

5.1.2 Lollipops

5.1.3 Mints

5.1.4 Pastilles, Gummies, and Jellies

5.1.5 Toffees and Nougats

5.1.6 Others

5.2 Distribution Channel

5.2.1 Convenience Store

5.2.2 Online Retail Store

5.2.3 Supermarket/Hypermarket

5.2.4 Others

5.3 Region

5.3.1 Africa

5.3.1.1 By Country

5.3.1.1.1 Egypt

5.3.1.1.2 Nigeria

5.3.1.1.3 South Africa

5.3.1.1.4 Rest of Africa

5.3.2 Asia-Pacific

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

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

www.scotts-international.com

- 5.3.2.1 By Country
  - 5.3.2.1.1 Australia
  - 5.3.2.1.2 China
  - 5.3.2.1.3 India
  - 5.3.2.1.4 Indonesia
  - 5.3.2.1.5 Japan
  - 5.3.2.1.6 Malaysia
  - 5.3.2.1.7 New Zealand
  - 5.3.2.1.8 South Korea
  - 5.3.2.1.9 Rest of Asia-Pacific
- 5.3.3 Europe
  - 5.3.3.1 By Country
    - 5.3.3.1.1 Belgium
    - 5.3.3.1.2 France
    - 5.3.3.1.3 Germany
    - 5.3.3.1.4 Italy
    - 5.3.3.1.5 Netherlands
    - 5.3.3.1.6 Russia
    - 5.3.3.1.7 Spain
    - 5.3.3.1.8 Switzerland
    - 5.3.3.1.9 Turkey
    - 5.3.3.1.10 United Kingdom
    - 5.3.3.1.11 Rest of Europe
- 5.3.4 Middle East
  - 5.3.4.1 By Country
    - 5.3.4.1.1 Bahrain
    - 5.3.4.1.2 Kuwait
    - 5.3.4.1.3 Oman
    - 5.3.4.1.4 Qatar
    - 5.3.4.1.5 Saudi Arabia
    - 5.3.4.1.6 United Arab Emirates
    - 5.3.4.1.7 Rest of Middle East
- 5.3.5 North America
  - 5.3.5.1 By Country
    - 5.3.5.1.1 Canada
    - 5.3.5.1.2 Mexico
    - 5.3.5.1.3 United States
    - 5.3.5.1.4 Rest of North America
- 5.3.6 South America
  - 5.3.6.1 By Country
    - 5.3.6.1.1 Argentina
    - 5.3.6.1.2 Brazil
    - 5.3.6.1.3 Rest of South America

## 6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis

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

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

www.scotts-international.com

- 6.3 Company Landscape
- 6.4 Company Profiles
  - 6.4.1 Arcor S.A.I.C
  - 6.4.2 August Storck KG
  - 6.4.3 Cloetta AB
  - 6.4.4 Ferrero International SA
  - 6.4.5 HARIBO Holding GmbH & Co. KG
  - 6.4.6 Mars Incorporated
  - 6.4.7 Meiji Holdings Company Ltd
  - 6.4.8 Mondelez International Inc.
  - 6.4.9 Mount Franklin Foods LLC
  - 6.4.10 Nestle SA
  - 6.4.11 Oy Karl Fazer Ab
  - 6.4.12 Perfetti Van Melle BV
  - 6.4.13 The Hershey Company

## 7 KEY STRATEGIC QUESTIONS FOR CONFECTIONERY CEOS

## 8 APPENDIX

- 8.1 Global Overview
  - 8.1.1 Overview
  - 8.1.2 Porter's Five Forces Framework
  - 8.1.3 Global Value Chain Analysis
  - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

**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)

**Sugar Confectionery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 348 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="2026-02-27"/>
		Signature	

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

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

www.scotts-international.com

