

# Global Candy Bar Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G0691692CEE0EN.html>

Date: December 2024

Pages: 153

Price: US\$ 2,800.00 (Single User License)

ID: G0691692CEE0EN

## Abstracts

### Report Overview

Candy bars are confectionery products that typically consist of a combination of ingredients such as chocolate, nuts, caramel, nougat, and various flavorings. These products are popular snacks enjoyed by people of all ages across the globe. In terms of market positioning, candy bars are positioned as convenient, indulgent treats that offer a quick energy boost or a satisfying sweet craving solution.

The current market size for candy bars in 2023 is estimated at approximately USD 31.7 billion. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.80% from 2024 to 2032. This growth can be attributed to several key drivers and market forces. One of the primary drivers is the increasing demand for convenient and on-the-go snacking options, especially in urban areas where consumers have busy lifestyles. Additionally, the growing trend of premiumization in the confectionery sector, with a focus on high-quality ingredients and unique flavor combinations, is also fueling market growth.

Market trends in the candy bar industry include a shift towards healthier ingredients and formulations to cater to health-conscious consumers. This trend is evident in the rising popularity of organic, gluten-free, and low-sugar candy bars. Manufacturers are also introducing innovative flavors and textures to differentiate their products in a crowded market. For example, the incorporation of exotic fruits, superfoods, and spicy elements in candy bars is gaining traction among adventurous consumers.

Another notable trend is the increasing emphasis on sustainable and ethical practices throughout the supply chain. Consumers are showing a preference for candy bars that

are produced using environmentally friendly methods, such as ethically sourced cocoa and recyclable packaging. This trend reflects a broader shift towards sustainability in the food and beverage industry driven by consumer awareness and regulatory pressures.

In terms of regional market distribution, North America and Europe are currently the leading markets for candy bars, accounting for a significant share of global consumption. The dominance of these regions can be attributed to factors such as high disposable incomes, established snacking habits, and a diverse range of product offerings. In contrast, emerging markets in Asia-Pacific and Latin America are experiencing rapid growth due to increasing urbanization, changing consumer preferences, and expanding retail infrastructure.

Despite the positive outlook for the candy bar market, there are several key challenges that industry players need to address. These include intensifying competition from alternative snacks like energy bars, protein bars, and healthier snacking options. Additionally, fluctuating raw material prices, regulatory changes related to ingredients and labeling, and evolving consumer preferences pose challenges for manufacturers in staying relevant and competitive in the market.

In conclusion, the candy bar market presents opportunities for growth driven by evolving consumer preferences, innovation in product development, and expanding market reach. To capitalize on these opportunities, companies should focus on product differentiation, sustainability initiatives, and catering to the demand for healthier and ethically produced confectionery products.

This report provides a deep insight into the global Candy Bar market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Candy Bar Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Candy Bar market in any manner.

## Global Candy Bar Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Mars

Mondelez International

Grupo Bimbo

Nestle

Meiji

Hershey

Cadbury

Ulker

Anand Milk Union Limited

Masterfoods

Boyer

The Hershey Company

## PEARSON'S CANDY

Idaho Candy Company

Market Segmentation (by Type)

Chocolate Bar

Non-chocolate Bars

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Candy Bar Market

Overview of the regional outlook of the Candy Bar Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Candy Bar Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Candy Bar

#### 1.2 Key Market Segments

##### 1.2.1 Candy Bar Segment by Type

##### 1.2.2 Candy Bar Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 CANDY BAR MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Candy Bar Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Candy Bar Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 CANDY BAR MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Candy Bar Sales by Manufacturers (2019-2024)

#### 3.2 Global Candy Bar Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Candy Bar Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Candy Bar Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Candy Bar Sales Sites, Area Served, Product Type

#### 3.6 Candy Bar Market Competitive Situation and Trends

##### 3.6.1 Candy Bar Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Candy Bar Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 CANDY BAR INDUSTRY CHAIN ANALYSIS**

#### 4.1 Candy Bar Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF CANDY BAR MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 CANDY BAR MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Candy Bar Sales Market Share by Type (2019-2024)

6.3 Global Candy Bar Market Size Market Share by Type (2019-2024)

6.4 Global Candy Bar Price by Type (2019-2024)

## **7 CANDY BAR MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Candy Bar Market Sales by Application (2019-2024)

7.3 Global Candy Bar Market Size (M USD) by Application (2019-2024)

7.4 Global Candy Bar Sales Growth Rate by Application (2019-2024)

## **8 CANDY BAR MARKET SALES BY REGION**

8.1 Global Candy Bar Sales by Region

8.1.1 Global Candy Bar Sales by Region

8.1.2 Global Candy Bar Sales Market Share by Region

8.2 Global Candy Bar Market Size by Region

8.2.1 Global Candy Bar Market Size by Region

8.2.2 Global Candy Bar Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Candy Bar Sales by Country

### 8.3.2 North America Candy Bar Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Candy Bar Sales by Country

### 8.4.2 Europe Candy Bar Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Russia Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Candy Bar Sales by Region

### 8.5.2 China

### 8.5.3 Japan

### 8.5.4 South Korea

### 8.5.5 India

### 8.5.6 Southeast Asia

## 8.6 Asia Pacific

### 8.6.1 Asia Pacific Candy Bar Market Size by Region

### 8.6.2 Asia Pacific Candy Bar Market Size by Region

### 8.6.3 China

### 8.6.4 Japan

### 8.6.5 South Korea

### 8.6.6 India

### 8.6.7 Southeast Asia

## 8.7 South America

### 8.7.1 South America Candy Bar Sales by Country

### 8.7.2 South America Candy Bar Market Size by Country

### 8.7.3 Brazil

### 8.7.4 Argentina

### 8.7.5 Columbia

## 8.8 Middle East and Africa

### 8.8.1 Middle East and Africa Candy Bar Sales by Region

### 8.8.2 Middle East and Africa Candy Bar Market Size by Region

### 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

## **9 CANDY BAR MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Candy Bar by Region (2019-2024)
- 9.2 Global Candy Bar Revenue Market Share by Region (2019-2024)
- 9.3 Global Candy Bar Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Candy Bar Production
  - 9.4.1 North America Candy Bar Production Growth Rate (2019-2024)
  - 9.4.2 North America Candy Bar Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Candy Bar Production
  - 9.5.1 Europe Candy Bar Production Growth Rate (2019-2024)
  - 9.5.2 Europe Candy Bar Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Candy Bar Production (2019-2024)
  - 9.6.1 Japan Candy Bar Production Growth Rate (2019-2024)
  - 9.6.2 Japan Candy Bar Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Candy Bar Production (2019-2024)
  - 9.7.1 China Candy Bar Production Growth Rate (2019-2024)
  - 9.7.2 China Candy Bar Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Mars
  - 10.1.1 Mars Candy Bar Basic Information
  - 10.1.2 Mars Candy Bar Product Overview
  - 10.1.3 Mars Candy Bar Product Market Performance
  - 10.1.4 Mars Business Overview
  - 10.1.5 Mars Candy Bar SWOT Analysis
  - 10.1.6 Mars Recent Developments
- 10.2 Mondelez International
  - 10.2.1 Mondelez International Candy Bar Basic Information
  - 10.2.2 Mondelez International Candy Bar Product Overview
  - 10.2.3 Mondelez International Candy Bar Product Market Performance
  - 10.2.4 Mondelez International Business Overview
  - 10.2.5 Mondelez International Candy Bar SWOT Analysis

- 10.2.6 Mondelez International Recent Developments
- 10.3 Grupo Bimbo
  - 10.3.1 Grupo Bimbo Candy Bar Basic Information
  - 10.3.2 Grupo Bimbo Candy Bar Product Overview
  - 10.3.3 Grupo Bimbo Candy Bar Product Market Performance
  - 10.3.4 Grupo Bimbo Candy Bar SWOT Analysis
  - 10.3.5 Grupo Bimbo Business Overview
  - 10.3.6 Grupo Bimbo Recent Developments
- 10.4 Nestle
  - 10.4.1 Nestle Candy Bar Basic Information
  - 10.4.2 Nestle Candy Bar Product Overview
  - 10.4.3 Nestle Candy Bar Product Market Performance
  - 10.4.4 Nestle Business Overview
  - 10.4.5 Nestle Recent Developments
- 10.5 Meiji
  - 10.5.1 Meiji Candy Bar Basic Information
  - 10.5.2 Meiji Candy Bar Product Overview
  - 10.5.3 Meiji Candy Bar Product Market Performance
  - 10.5.4 Meiji Business Overview
  - 10.5.5 Meiji Recent Developments
- 10.6 Hershey
  - 10.6.1 Hershey Candy Bar Basic Information
  - 10.6.2 Hershey Candy Bar Product Overview
  - 10.6.3 Hershey Candy Bar Product Market Performance
  - 10.6.4 Hershey Business Overview
  - 10.6.5 Hershey Recent Developments
- 10.7 Cadbury
  - 10.7.1 Cadbury Candy Bar Basic Information
  - 10.7.2 Cadbury Candy Bar Product Overview
  - 10.7.3 Cadbury Candy Bar Product Market Performance
  - 10.7.4 Cadbury Business Overview
  - 10.7.5 Cadbury Recent Developments
- 10.8 Ulker
  - 10.8.1 Ulker Candy Bar Basic Information
  - 10.8.2 Ulker Candy Bar Product Overview
  - 10.8.3 Ulker Candy Bar Product Market Performance
  - 10.8.4 Ulker Business Overview
  - 10.8.5 Ulker Recent Developments
- 10.9 Anand Milk Union Limited

- 10.9.1 Anand Milk Union Limited Candy Bar Basic Information
- 10.9.2 Anand Milk Union Limited Candy Bar Product Overview
- 10.9.3 Anand Milk Union Limited Candy Bar Product Market Performance
- 10.9.4 Anand Milk Union Limited Business Overview
- 10.9.5 Anand Milk Union Limited Recent Developments
- 10.10 Masterfoods
  - 10.10.1 Masterfoods Candy Bar Basic Information
  - 10.10.2 Masterfoods Candy Bar Product Overview
  - 10.10.3 Masterfoods Candy Bar Product Market Performance
  - 10.10.4 Masterfoods Business Overview
  - 10.10.5 Masterfoods Recent Developments
- 10.11 Boyer
  - 10.11.1 Boyer Candy Bar Basic Information
  - 10.11.2 Boyer Candy Bar Product Overview
  - 10.11.3 Boyer Candy Bar Product Market Performance
  - 10.11.4 Boyer Business Overview
  - 10.11.5 Boyer Recent Developments
- 10.12 The Hershey Company
  - 10.12.1 The Hershey Company Candy Bar Basic Information
  - 10.12.2 The Hershey Company Candy Bar Product Overview
  - 10.12.3 The Hershey Company Candy Bar Product Market Performance
  - 10.12.4 The Hershey Company Business Overview
  - 10.12.5 The Hershey Company Recent Developments
- 10.13 PEARSON'S CANDY
  - 10.13.1 PEARSON'S CANDY Candy Bar Basic Information
  - 10.13.2 PEARSON'S CANDY Candy Bar Product Overview
  - 10.13.3 PEARSON'S CANDY Candy Bar Product Market Performance
  - 10.13.4 PEARSON'S CANDY Business Overview
  - 10.13.5 PEARSON'S CANDY Recent Developments
- 10.14 Idaho Candy Company
  - 10.14.1 Idaho Candy Company Candy Bar Basic Information
  - 10.14.2 Idaho Candy Company Candy Bar Product Overview
  - 10.14.3 Idaho Candy Company Candy Bar Product Market Performance
  - 10.14.4 Idaho Candy Company Business Overview
  - 10.14.5 Idaho Candy Company Recent Developments

## **11 CANDY BAR MARKET FORECAST BY REGION**

### **11.1 Global Candy Bar Market Size Forecast**

## 11.2 Global Candy Bar Market Forecast by Region

### 11.2.1 North America Market Size Forecast by Country

### 11.2.2 Europe Candy Bar Market Size Forecast by Country

### 11.2.3 Asia Pacific Candy Bar Market Size Forecast by Region

### 11.2.4 South America Candy Bar Market Size Forecast by Country

### 11.2.5 Middle East and Africa Forecasted Sales of Candy Bar by Country

## 12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

### 12.1 Global Candy Bar Market Forecast by Type (2025-2032)

#### 12.1.1 Global Forecasted Sales of Candy Bar by Type (2025-2032)

#### 12.1.2 Global Candy Bar Market Size Forecast by Type (2025-2032)

#### 12.1.3 Global Forecasted Price of Candy Bar by Type (2025-2032)

### 12.2 Global Candy Bar Market Forecast by Application (2025-2032)

#### 12.2.1 Global Candy Bar Sales (K Units) Forecast by Application

#### 12.2.2 Global Candy Bar Market Size (M USD) Forecast by Application (2025-2032)

## 13 CONCLUSION AND KEY FINDINGS

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