

Global Chewy Sweets Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Chewy sweets, also known as chewy candies or gummies, are a popular confectionery category enjoyed by consumers of all ages worldwide. These sweets are characterized by their soft, chewy texture and come in a variety of flavors, shapes, and sizes. Marketed as a fun and indulgent treat, chewy sweets occupy a significant segment within the broader confectionery market.

In 2023, the global chewy sweets market was valued at approximately USD 15.6 billion. With a projected compound annual growth rate (CAGR) of 4.8% from 2024 to 2032, the market is expected to reach USD 23.4 billion by the end of the forecast period. This growth can be attributed to several key factors driving the market forward.

One of the primary growth drivers for the chewy sweets market is the increasing consumer preference for convenient and on-the-go snacking options. Chewy sweets offer a portable and easy-to-consume format, making them popular choices for busy consumers looking for a quick indulgence. Additionally, the growing trend of impulse buying at checkout counters in supermarkets and convenience stores has further boosted the demand for chewy sweets.

Another significant factor fueling market growth is the continuous innovation in flavors, textures, and packaging of chewy sweets. Manufacturers are constantly introducing new and exotic flavors to cater to changing consumer preferences and attract a wider audience. Moreover, the use of natural ingredients, organic options, and sugar-free variants has expanded the consumer base to health-conscious individuals seeking guilt-free indulgences.

Furthermore, the rise of e-commerce platforms and online retailing has provided a significant boost to the distribution of chewy sweets. Consumers can now easily purchase their favorite chewy candies from the comfort of their homes, leading to increased accessibility and convenience.

In terms of market trends, there is a noticeable shift towards premium and artisanal chewy sweets made with high-quality ingredients. Consumers are willing to pay a premium for unique and gourmet chewy candies that offer superior taste and texture. This trend is driving manufacturers to focus on product differentiation and storytelling to create a more engaging and personalized experience for consumers.

Moreover, sustainability and ethical sourcing practices are becoming increasingly important in the chewy sweets market. Consumers are showing a preference for brands that prioritize environmental responsibility, such as using recyclable packaging and supporting fair trade practices. Companies that align with these values are likely to gain a competitive edge in the market.

From a regional perspective, North America and Europe currently dominate the chewy sweets market, accounting for a significant share of the global revenue. The mature confectionery markets in these regions, coupled with high disposable incomes and a strong culture of snacking, contribute to their leadership positions. In contrast, the Asia-Pacific region is expected to witness the fastest growth in the coming years, driven by changing consumer lifestyles, urbanization, and increasing disposable incomes.

Despite the optimistic outlook for the chewy sweets market, there are some key challenges that industry players need to address. These include intensifying competition among manufacturers, fluctuating raw material prices, and regulatory pressures related to food safety and labeling requirements. Companies that can navigate these challenges while staying attuned to consumer preferences and market trends will be well-positioned for success in the evolving chewy sweets landscape.

This report provides a deep insight into the global Chewy Sweets 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 Chewy Sweets 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 Chewy Sweets market in any manner.

Global Chewy Sweets 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

Haribo

Maynards Bassetts

Starburst

Hi-Chew

Trolli

Skittles

Airheads

Mentos

Jolly Rancher

Now and Later

Swedish Fish

Fruitella

Rowntree's Fruit Pastilles

Market Segmentation (by Type)

Fruit Flavour

Milky

Other

Market Segmentation (by Application)

Supermarket

Specialty Store

Online Sales

Other

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 Chewy Sweets Market

Overview of the regional outlook of the Chewy Sweets 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 Chewy Sweets 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 Chewy Sweets

1.2 Key Market Segments

1.2.1 Chewy Sweets Segment by Type

1.2.2 Chewy Sweets 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 CHEWY SWEETS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Chewy Sweets Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Chewy Sweets Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 CHEWY SWEETS MARKET COMPETITIVE LANDSCAPE

3.1 Global Chewy Sweets Sales by Manufacturers (2019-2024)

3.2 Global Chewy Sweets Revenue Market Share by Manufacturers (2019-2024)

3.3 Chewy Sweets Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Chewy Sweets Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Chewy Sweets Sales Sites, Area Served, Product Type

3.6 Chewy Sweets Market Competitive Situation and Trends

3.6.1 Chewy Sweets Market Concentration Rate

3.6.2 Global 5 and 10 Largest Chewy Sweets Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 CHEWY SWEETS INDUSTRY CHAIN ANALYSIS

- 4.1 Chewy Sweets 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 CHEWY SWEETS 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 CHEWY SWEETS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Chewy Sweets Sales Market Share by Type (2019-2024)
- 6.3 Global Chewy Sweets Market Size Market Share by Type (2019-2024)
- 6.4 Global Chewy Sweets Price by Type (2019-2024)

7 CHEWY SWEETS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Chewy Sweets Market Sales by Application (2019-2024)
- 7.3 Global Chewy Sweets Market Size (M USD) by Application (2019-2024)
- 7.4 Global Chewy Sweets Sales Growth Rate by Application (2019-2024)

8 CHEWY SWEETS MARKET SALES BY REGION

- 8.1 Global Chewy Sweets Sales by Region
 - 8.1.1 Global Chewy Sweets Sales by Region
 - 8.1.2 Global Chewy Sweets Sales Market Share by Region
- 8.2 Global Chewy Sweets Market Size by Region
 - 8.2.1 Global Chewy Sweets Market Size by Region

8.2.2 Global Chewy Sweets Market Size Market Share by Region

8.3 North America

8.3.1 North America Chewy Sweets Sales by Country

8.3.2 North America Chewy Sweets 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 Chewy Sweets Sales by Country

8.4.2 Europe Chewy Sweets 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 Chewy Sweets 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 Chewy Sweets Market Size by Region

8.6.2 Asia Pacific Chewy Sweets 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 Chewy Sweets Sales by Country

8.7.2 South America Chewy Sweets 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 Chewy Sweets Sales by Region

8.8.2 Middle East and Africa Chewy Sweets 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 CHEWY SWEETS MARKET PRODUCTION BY REGION

9.1 Global Production of Chewy Sweets by Region (2019-2024)

9.2 Global Chewy Sweets Revenue Market Share by Region (2019-2024)

9.3 Global Chewy Sweets Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Chewy Sweets Production

9.4.1 North America Chewy Sweets Production Growth Rate (2019-2024)

9.4.2 North America Chewy Sweets Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Chewy Sweets Production

9.5.1 Europe Chewy Sweets Production Growth Rate (2019-2024)

9.5.2 Europe Chewy Sweets Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Chewy Sweets Production (2019-2024)

9.6.1 Japan Chewy Sweets Production Growth Rate (2019-2024)

9.6.2 Japan Chewy Sweets Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Chewy Sweets Production (2019-2024)

9.7.1 China Chewy Sweets Production Growth Rate (2019-2024)

9.7.2 China Chewy Sweets Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Haribo

10.1.1 Haribo Chewy Sweets Basic Information

10.1.2 Haribo Chewy Sweets Product Overview

10.1.3 Haribo Chewy Sweets Product Market Performance

10.1.4 Haribo Business Overview

10.1.5 Haribo Chewy Sweets SWOT Analysis

10.1.6 Haribo Recent Developments

10.2 Maynards Bassetts

10.2.1 Maynards Bassetts Chewy Sweets Basic Information

10.2.2 Maynards Bassetts Chewy Sweets Product Overview

- 10.2.3 Maynards Bassetts Chewy Sweets Product Market Performance
- 10.2.4 Maynards Bassetts Business Overview
- 10.2.5 Maynards Bassetts Chewy Sweets SWOT Analysis
- 10.2.6 Maynards Bassetts Recent Developments
- 10.3 Starburst
 - 10.3.1 Starburst Chewy Sweets Basic Information
 - 10.3.2 Starburst Chewy Sweets Product Overview
 - 10.3.3 Starburst Chewy Sweets Product Market Performance
 - 10.3.4 Starburst Chewy Sweets SWOT Analysis
 - 10.3.5 Starburst Business Overview
 - 10.3.6 Starburst Recent Developments
- 10.4 Hi-Chew
 - 10.4.1 Hi-Chew Chewy Sweets Basic Information
 - 10.4.2 Hi-Chew Chewy Sweets Product Overview
 - 10.4.3 Hi-Chew Chewy Sweets Product Market Performance
 - 10.4.4 Hi-Chew Business Overview
 - 10.4.5 Hi-Chew Recent Developments
- 10.5 Trolli
 - 10.5.1 Trolli Chewy Sweets Basic Information
 - 10.5.2 Trolli Chewy Sweets Product Overview
 - 10.5.3 Trolli Chewy Sweets Product Market Performance
 - 10.5.4 Trolli Business Overview
 - 10.5.5 Trolli Recent Developments
- 10.6 Skittles
 - 10.6.1 Skittles Chewy Sweets Basic Information
 - 10.6.2 Skittles Chewy Sweets Product Overview
 - 10.6.3 Skittles Chewy Sweets Product Market Performance
 - 10.6.4 Skittles Business Overview
 - 10.6.5 Skittles Recent Developments
- 10.7 Airheads
 - 10.7.1 Airheads Chewy Sweets Basic Information
 - 10.7.2 Airheads Chewy Sweets Product Overview
 - 10.7.3 Airheads Chewy Sweets Product Market Performance
 - 10.7.4 Airheads Business Overview
 - 10.7.5 Airheads Recent Developments
- 10.8 Mentos
 - 10.8.1 Mentos Chewy Sweets Basic Information
 - 10.8.2 Mentos Chewy Sweets Product Overview
 - 10.8.3 Mentos Chewy Sweets Product Market Performance

10.8.4 Mentos Business Overview

10.8.5 Mentos Recent Developments

10.9 Jolly Rancher

10.9.1 Jolly Rancher Chewy Sweets Basic Information

10.9.2 Jolly Rancher Chewy Sweets Product Overview

10.9.3 Jolly Rancher Chewy Sweets Product Market Performance

10.9.4 Jolly Rancher Business Overview

10.9.5 Jolly Rancher Recent Developments

10.10 Now and Later

10.10.1 Now and Later Chewy Sweets Basic Information

10.10.2 Now and Later Chewy Sweets Product Overview

10.10.3 Now and Later Chewy Sweets Product Market Performance

10.10.4 Now and Later Business Overview

10.10.5 Now and Later Recent Developments

10.11 Swedish Fish

10.11.1 Swedish Fish Chewy Sweets Basic Information

10.11.2 Swedish Fish Chewy Sweets Product Overview

10.11.3 Swedish Fish Chewy Sweets Product Market Performance

10.11.4 Swedish Fish Business Overview

10.11.5 Swedish Fish Recent Developments

10.12 Fruitella

10.12.1 Fruitella Chewy Sweets Basic Information

10.12.2 Fruitella Chewy Sweets Product Overview

10.12.3 Fruitella Chewy Sweets Product Market Performance

10.12.4 Fruitella Business Overview

10.12.5 Fruitella Recent Developments

10.13 Rowntree's Fruit Pastilles

10.13.1 Rowntree's Fruit Pastilles Chewy Sweets Basic Information

10.13.2 Rowntree's Fruit Pastilles Chewy Sweets Product Overview

10.13.3 Rowntree's Fruit Pastilles Chewy Sweets Product Market Performance

10.13.4 Rowntree's Fruit Pastilles Business Overview

10.13.5 Rowntree's Fruit Pastilles Recent Developments

11 CHEWY SWEETS MARKET FORECAST BY REGION

11.1 Global Chewy Sweets Market Size Forecast

11.2 Global Chewy Sweets Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Chewy Sweets Market Size Forecast by Country

11.2.3 Asia Pacific Chewy Sweets Market Size Forecast by Region

11.2.4 South America Chewy Sweets Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Chewy Sweets by Country

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

12.1 Global Chewy Sweets Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Chewy Sweets by Type (2025-2032)

12.1.2 Global Chewy Sweets Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Chewy Sweets by Type (2025-2032)

12.2 Global Chewy Sweets Market Forecast by Application (2025-2032)

12.2.1 Global Chewy Sweets Sales (K MT) Forecast by Application

12.2.2 Global Chewy Sweets Market Size (M USD) Forecast by Application
(2025-2032)

13 CONCLUSION AND KEY FINDINGS

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