

Global Licorice Candy Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Licorice Candy market size will reach 1,878.62 Million USD in 2025 and is projected to reach 2,458.85 Million USD by 2032, with a CAGR of 3.92% (2025-2032). Notably, the China Licorice Candy market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Licorice Candy is a natural sweetener extracted from licorice root, and its main ingredient is glycyrrhizin. It has a very strong sweet taste, about 50 to 100 times that of sucrose, but does not cause a significant increase in blood sugar levels. Licorice is widely used in food, beverages and pharmaceuticals as a natural sweetener. In addition to providing sweetness, licorice candy also has several health benefits, such as suppressing coughs, soothing sore throats, and balancing body fluids. However, due to its extremely sweet taste, excessive consumption may cause some adverse reactions, so the dosage needs to be carefully controlled when using it.

The major global manufacturers of Licorice Candy include Twizzlers, Red Vines, Wiley Wallaby, Venco, Good & Plenty, Halva, Klene, RJ'S, Kraepelien & Holm, Kenny's Candy, Switzer's Authentic Candy, Mrs. Call's Candy, Gimbals Fine Candies, Kookaburra Liquorice, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Licorice Candy. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Licorice Candy market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Licorice Candy market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Licorice Candy industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Licorice Candy Include:

Twizzlers

Red Vines

Wiley Wallaby

Venco

Good & Plenty

Halva

Klene

RJ'S

Kraepelien & Holm

Kenny's Candy

Switzer's Authentic Candy

Mrs. Call's Candy

Gimbals Fine Candies

Kookaburra Liquorice

Licorice Candy Product Segment Include:

Original Black Licorice

Fruit Flavored Licorice

Licorice Candy Product Application Include:

Supermarket

Online Sales

Convenient Store

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