

Global B2C Confectionery and Chocolate Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global B2C Confectionery and Chocolate market size was valued at US\$ 330834 million in 2025 and is forecast to a readjusted size of US\$ 419000 million by 2032 with a CAGR of 3.2% during review period.

B2C Confectionery and Chocolate refers to consumer-facing chocolate and sweet products directly sold to individual end-users through retail channels such as supermarkets, convenience stores, online platforms, and specialty shops, including products like chocolate bars, boxed chocolates, candies, truffles, and seasonal gift assortments.

The B2C confectionery and chocolate industry chain begins with upstream cocoa bean farming, sugar production, milk powder, and flavor ingredient suppliers, followed by midstream processing companies that refine cocoa into liquor, butter, and powder and manufacture finished chocolate products through mixing, molding, enrobing, and packaging, while downstream includes distribution networks such as supermarkets, convenience stores, e-commerce platforms, specialty retail shops, and vending channels that deliver products directly to end consumers, with branding, marketing, seasonal campaigns, and product innovation connecting manufacturers and consumers to drive demand across impulse purchase, gifting, and daily consumption scenarios in global retail markets.

Global B2C confectionery and chocolate expansion projects include new chocolate manufacturing plants in Southeast Asia driven by rising consumption, capacity expansions by major brands such as Mars, Mondelez, Nestl?, and Ferrero in Europe

and North America, cocoa processing facility upgrades in West Africa to secure raw material supply, sustainable cocoa sourcing and traceability programs in Latin America, automated smart confectionery factories in China focusing on premium and functional chocolate, new bean-to-bar craft chocolate production facilities in Japan and the US, and planned investments in sugar-reduction, plant-based chocolate innovation centers to meet evolving health-conscious consumer demand worldwide.

2025 Global Market Average Gross Profit Margin: 28%.

This report is a detailed and comprehensive analysis for global B2C Confectionery and Chocolate market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global B2C Confectionery and Chocolate market size and forecasts, in consumption value (\$ Million), 2021-2032

Global B2C Confectionery and Chocolate market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global B2C Confectionery and Chocolate market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), 2021-2032

Global B2C Confectionery and Chocolate market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for B2C Confectionery and Chocolate

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global B2C Confectionery and Chocolate market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mars, Meiji Co., Ltd, Lotte, Hershey Company, Ferrara Candy Company, Morinaga & Co, Ezaki Glico, See's Candies, Royce, Guittard Chocolate Company, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

B2C Confectionery and Chocolate market is split by Type and by Sales Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Sales Channel. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Chocolate Confectionery

Sugar Confectionery

Gum Confectionery

Others

Market segment by Price Range

USD 20 per kg

Market segment by Consumption Occasion Types

Everyday Snacking

Seasonal and Festival

Gift and Premium

Functional and Health-Oriented

Market segment by Sales Channel

Supermarkets and Hypermarkets

Convenience Stores

Online Retail Platforms

Others

Market segment by players, this report covers

Mars

Meiji Co., Ltd

Lotte

Hershey Company

Ferrara Candy Company

Morinaga & Co

Ezaki Glico

See's Candies

Royce

Guittard Chocolate Company

Hsu Fu Chi

Shanghai Golden Monkey Group

Barry Callebaut

Ferrero Group

Mondelez International

Nestl?

Lindt & Spr?ngli

Pladis

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe B2C Confectionery and Chocolate product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of B2C Confectionery and Chocolate, with revenue, gross margin, and global market share of B2C Confectionery and

Chocolate from 2021 to 2026.

Chapter 3, the B2C Confectionery and Chocolate competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Sales Channel, with consumption value and growth rate by Type, by Sales Channel, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and B2C Confectionery and Chocolate market forecast, by regions, by Type and by Sales Channel, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of B2C Confectionery and Chocolate.

Chapter 13, to describe B2C Confectionery and Chocolate research findings and conclusion.

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