

Global B2C Confectionery and Chocolate Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global B2C Confectionery and Chocolate market size is expected to reach \$ 419000 million by 2032, rising at a market growth of 3.2% CAGR during the forecast period (2026-2032).

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 studies the global B2C Confectionery and Chocolate demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for B2C Confectionery and Chocolate, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of B2C Confectionery and Chocolate that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global B2C Confectionery and Chocolate total market, 2021-2032, (USD Million)

Global B2C Confectionery and Chocolate total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: B2C Confectionery and Chocolate total market, key domestic companies, and share, (USD Million)

Global B2C Confectionery and Chocolate revenue by player, revenue and market share 2021-2026, (USD Million)

Global B2C Confectionery and Chocolate total market by Type, CAGR, 2021-2032, (USD Million)

Global B2C Confectionery and Chocolate total market by Sales Channel, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the world B2C Confectionery and Chocolate market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global B2C Confectionery and Chocolate Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global B2C Confectionery and Chocolate Market, Segmentation by Type:

Chocolate Confectionery

Sugar Confectionery

Gum Confectionery

Others

Global B2C Confectionery and Chocolate Market, Segmentation by Price Range:

USD 20 per kg

Global B2C Confectionery and Chocolate Market, Segmentation by Consumption Occasion Types:

Everyday Snacking

Seasonal and Festival

Gift and Premium

Functional and Health-Oriented

Global B2C Confectionery and Chocolate Market, Segmentation by Sales Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail Platforms

Others

Companies Profiled:

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

Nestlé

Lindt & Sprüngli

Pladis

Key Questions Answered

1. How big is the global B2C Confectionery and Chocolate market?
2. What is the demand of the global B2C Confectionery and Chocolate market?
3. What is the year over year growth of the global B2C Confectionery and Chocolate market?
4. What is the total value of the global B2C Confectionery and Chocolate market?
5. Who are the Major Players in the global B2C Confectionery and Chocolate market?
6. What are the growth factors driving the market demand?

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