

Global B2C Sugar Free Candy and Chocolate Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global B2C Sugar Free Candy and Chocolate market size is expected to reach \$ 11702 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

B2C Sugar Free Candy and Chocolate refers to consumer packaged confectionery products such as chocolate, gummies, hard candies, and chews that eliminate or significantly reduce sucrose by using alternative sweeteners like stevia, erythritol, maltitol, xylitol, or monk fruit, targeting health-conscious, diabetic, keto, and low-calorie lifestyle consumers through retail and online channels.

The B2C sugar-free candy and chocolate industry chain begins with upstream suppliers of cocoa beans, dairy ingredients, natural sweeteners such as stevia, erythritol and monk fruit, and food additives including emulsifiers and flavoring agents, followed by midstream manufacturers that process cocoa into chocolate liquor, develop sugar-free formulations using polyols and high-intensity sweeteners, and conduct molding, enrobing, and packaging operations under strict texture and taste optimization requirements, while downstream includes supermarkets, convenience stores, e-commerce platforms, pharmacies, and specialty health retailers distributing products to end consumers driven by diabetes management, weight control, keto dieting, and general wellness consumption trends globally.

Global projects under construction and planned in the sugar-free candy and chocolate sector include expansion of sugar-reduction production lines by major confectionery companies in North America and Europe, new stevia and erythritol sweetener production facilities in Asia and Latin America, establishment of clean-label and keto-focused chocolate manufacturing plants by premium brands, automation upgrades of existing confectionery factories with advanced formulation and blending systems, R&D

centers focused on next-generation sweeteners such as allulose and rare sugars, and increasing investments in e-commerce-driven direct-to-consumer production hubs, all aimed at meeting rising demand for diabetic-friendly, low-calorie and health-oriented confectionery products worldwide.

2025 Global Market Average Gross Profit Margin: 40%.

This report studies the global B2C Sugar Free Candy and Chocolate demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for B2C Sugar Free Candy 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 Sugar Free Candy and Chocolate that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global B2C Sugar Free Candy and Chocolate total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major players in the global B2C Sugar Free Candy 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, Lotte, Hershey Company, Morinaga & Co, See's Candies, Guittard Chocolate Company, Barry Callebaut, Ferrero Group, Lindt & Sprüngli, Yake Food, 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 Sugar Free Candy 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 Sugar Free Candy and Chocolate Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global B2C Sugar Free Candy and Chocolate Market, Segmentation by Type:

Sugar-Free Chocolate

Sugar-Free Hard Candy

Sugar-Free Gummies And Chews

Others

Global B2C Sugar Free Candy and Chocolate Market, Segmentation by Price Range:

USD 20 per kg

Global B2C Sugar Free Candy and Chocolate Market, Segmentation by Consumption Occasion Types:

Everyday Snacking

Seasonal and Festival

Gift and Premium

Functional and Health-Oriented

Global B2C Sugar Free Candy and Chocolate Market, Segmentation by Sales Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail Platforms

Others

Companies Profiled:

Mars

Lotte

Hershey Company

Morinaga & Co

See?s Candies

Guittard Chocolate Company

Barry Callebaut

Ferrero Group

Lindt & Sprüngli

Yake Food

ChocZero

Russell Stover

The Good Chocolate

Lakanto

Hu Chocolate

Asher's

Key Questions Answered

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

Contents

1 SUPPLY SUMMARY

- 1.1 B2C Sugar Free Candy and Chocolate Introduction
- 1.2 World B2C Sugar Free Candy and Chocolate Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World B2C Sugar Free Candy and Chocolate Total Market by Region (by Headquarter Location)
 - 1.3.1 World B2C Sugar Free Candy and Chocolate Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.3 China Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.4 Europe Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.5 Japan Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.6 South Korea Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
 - 1.3.8 India Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 B2C Sugar Free Candy and Chocolate Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)
- 2.2 World B2C Sugar Free Candy and Chocolate Consumption Value by Region
 - 2.2.1 World B2C Sugar Free Candy and Chocolate Consumption Value by Region (2021-2026)
 - 2.2.2 World B2C Sugar Free Candy and Chocolate Consumption Value Forecast by Region (2027-2032)
- 2.3 United States B2C Sugar Free Candy and Chocolate Consumption Value

(2021-2032)

2.4 China B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)

2.5 Europe B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)

2.6 Japan B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)

2.7 South Korea B2C Sugar Free Candy and Chocolate Consumption Value
(2021-2032)

2.8 ASEAN B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)

2.9 India B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032)

3 WORLD B2C SUGAR FREE CANDY AND CHOCOLATE COMPANIES COMPETITIVE ANALYSIS

3.1 World B2C Sugar Free Candy and Chocolate Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global B2C Sugar Free Candy and Chocolate Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for B2C Sugar Free Candy and Chocolate in
2025

3.2.3 Global Concentration Ratios (CR8) for B2C Sugar Free Candy and Chocolate in
2025

3.3 B2C Sugar Free Candy and Chocolate Company Evaluation Quadrant

3.4 B2C Sugar Free Candy and Chocolate Market: Overall Company Footprint Analysis

3.4.1 B2C Sugar Free Candy and Chocolate Market: Region Footprint

3.4.2 B2C Sugar Free Candy and Chocolate Market: Company Product Type Footprint

3.4.3 B2C Sugar Free Candy and Chocolate Market: Company Product Application
Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: B2C Sugar Free Candy and Chocolate Revenue
Comparison (by Headquarter Location)

4.1.1 United States VS China: B2C Sugar Free Candy and Chocolate Revenue
Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: B2C Sugar Free Candy and Chocolate Revenue Market

Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: B2C Sugar Free Candy and Chocolate Consumption Value Comparison

4.2.1 United States VS China: B2C Sugar Free Candy and Chocolate Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: B2C Sugar Free Candy and Chocolate Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based B2C Sugar Free Candy and Chocolate Companies and Market Share, 2021-2026

4.3.1 United States Based B2C Sugar Free Candy and Chocolate Companies, Headquarters (States, Country)

4.3.2 United States Based Companies B2C Sugar Free Candy and Chocolate Revenue, (2021-2026)

4.4 China Based Companies B2C Sugar Free Candy and Chocolate Revenue and Market Share, 2021-2026

4.4.1 China Based B2C Sugar Free Candy and Chocolate Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies B2C Sugar Free Candy and Chocolate Revenue, (2021-2026)

4.5 Rest of World Based B2C Sugar Free Candy and Chocolate Companies and Market Share, 2021-2026

4.5.1 Rest of World Based B2C Sugar Free Candy and Chocolate Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies B2C Sugar Free Candy and Chocolate Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World B2C Sugar Free Candy and Chocolate Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Sugar-Free Chocolate

5.2.2 Sugar-Free Hard Candy

5.2.3 Sugar-Free Gummies And Chews

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World B2C Sugar Free Candy and Chocolate Market Size by Type (2021-2026)

5.3.2 World B2C Sugar Free Candy and Chocolate Market Size by Type (2027-2032)

5.3.3 World B2C Sugar Free Candy and Chocolate Market Size Market Share by Type

(2027-2032)

6 MARKET ANALYSIS BY PRICE RANGE

6.1 World B2C Sugar Free Candy and Chocolate Market Size Overview by Price Range: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Price Range

6.2.1 USD 20 per kg

6.3 Market Segment by Price Range

6.3.1 World B2C Sugar Free Candy and Chocolate Market Size by Price Range (2021-2026)

6.3.2 World B2C Sugar Free Candy and Chocolate Market Size by Price Range (2027-2032)

6.3.3 World B2C Sugar Free Candy and Chocolate Market Size Market Share by Price Range (2027-2032)

7 MARKET ANALYSIS BY CONSUMPTION OCCASION TYPES

7.1 World B2C Sugar Free Candy and Chocolate Market Size Overview by Consumption Occasion Types: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Consumption Occasion Types

7.2.1 Everyday Snacking

7.2.2 Seasonal and Festival

7.2.3 Gift and Premium

7.2.4 Functional and Health-Oriented

7.3 Market Segment by Consumption Occasion Types

7.3.1 World B2C Sugar Free Candy and Chocolate Market Size by Consumption Occasion Types (2021-2026)

7.3.2 World B2C Sugar Free Candy and Chocolate Market Size by Consumption Occasion Types (2027-2032)

7.3.3 World B2C Sugar Free Candy and Chocolate Market Size Market Share by Consumption Occasion Types (2027-2032)

8 MARKET ANALYSIS BY SALES CHANNEL

8.1 World B2C Sugar Free Candy and Chocolate Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Sales Channel

8.2.1 Supermarkets and Hypermarkets

8.2.2 Convenience Stores

8.2.3 Online Retail Platforms

8.2.4 Others

8.3 Market Segment by Sales Channel

8.3.1 World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel (2021-2026)

8.3.2 World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel (2027-2032)

8.3.3 World B2C Sugar Free Candy and Chocolate Market Size Market Share by Sales Channel (2021-2032)

9 COMPANY PROFILES

9.1 Mars

9.1.1 Mars Details

9.1.2 Mars Major Business

9.1.3 Mars B2C Sugar Free Candy and Chocolate Product and Services

9.1.4 Mars B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Mars Recent Developments/Updates

9.1.6 Mars Competitive Strengths & Weaknesses

9.2 Lotte

9.2.1 Lotte Details

9.2.2 Lotte Major Business

9.2.3 Lotte B2C Sugar Free Candy and Chocolate Product and Services

9.2.4 Lotte B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Lotte Recent Developments/Updates

9.2.6 Lotte Competitive Strengths & Weaknesses

9.3 Hershey Company

9.3.1 Hershey Company Details

9.3.2 Hershey Company Major Business

9.3.3 Hershey Company B2C Sugar Free Candy and Chocolate Product and Services

9.3.4 Hershey Company B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Hershey Company Recent Developments/Updates

9.3.6 Hershey Company Competitive Strengths & Weaknesses

9.4 Morinaga & Co

9.4.1 Morinaga & Co Details

- 9.4.2 Morinaga & Co Major Business
- 9.4.3 Morinaga & Co B2C Sugar Free Candy and Chocolate Product and Services
- 9.4.4 Morinaga & Co B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
- 9.4.5 Morinaga & Co Recent Developments/Updates
- 9.4.6 Morinaga & Co Competitive Strengths & Weaknesses
- 9.5 See's Candies
 - 9.5.1 See's Candies Details
 - 9.5.2 See's Candies Major Business
 - 9.5.3 See's Candies B2C Sugar Free Candy and Chocolate Product and Services
 - 9.5.4 See's Candies B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 See's Candies Recent Developments/Updates
 - 9.5.6 See's Candies Competitive Strengths & Weaknesses
- 9.6 Guittard Chocolate Company
 - 9.6.1 Guittard Chocolate Company Details
 - 9.6.2 Guittard Chocolate Company Major Business
 - 9.6.3 Guittard Chocolate Company B2C Sugar Free Candy and Chocolate Product and Services
 - 9.6.4 Guittard Chocolate Company B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Guittard Chocolate Company Recent Developments/Updates
 - 9.6.6 Guittard Chocolate Company Competitive Strengths & Weaknesses
- 9.7 Barry Callebaut
 - 9.7.1 Barry Callebaut Details
 - 9.7.2 Barry Callebaut Major Business
 - 9.7.3 Barry Callebaut B2C Sugar Free Candy and Chocolate Product and Services
 - 9.7.4 Barry Callebaut B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Barry Callebaut Recent Developments/Updates
 - 9.7.6 Barry Callebaut Competitive Strengths & Weaknesses
- 9.8 Ferrero Group
 - 9.8.1 Ferrero Group Details
 - 9.8.2 Ferrero Group Major Business
 - 9.8.3 Ferrero Group B2C Sugar Free Candy and Chocolate Product and Services
 - 9.8.4 Ferrero Group B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Ferrero Group Recent Developments/Updates
 - 9.8.6 Ferrero Group Competitive Strengths & Weaknesses

9.9 Lindt & Sprüngli

9.9.1 Lindt & Sprüngli Details

9.9.2 Lindt & Sprüngli Major Business

9.9.3 Lindt & Sprüngli B2C Sugar Free Candy and Chocolate Product and Services

9.9.4 Lindt & Sprüngli B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.9.5 Lindt & Sprüngli Recent Developments/Updates

9.9.6 Lindt & Sprüngli Competitive Strengths & Weaknesses

9.10 Yake Food

9.10.1 Yake Food Details

9.10.2 Yake Food Major Business

9.10.3 Yake Food B2C Sugar Free Candy and Chocolate Product and Services

9.10.4 Yake Food B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.10.5 Yake Food Recent Developments/Updates

9.10.6 Yake Food Competitive Strengths & Weaknesses

9.11 ChocZero

9.11.1 ChocZero Details

9.11.2 ChocZero Major Business

9.11.3 ChocZero B2C Sugar Free Candy and Chocolate Product and Services

9.11.4 ChocZero B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.11.5 ChocZero Recent Developments/Updates

9.11.6 ChocZero Competitive Strengths & Weaknesses

9.12 Russell Stover

9.12.1 Russell Stover Details

9.12.2 Russell Stover Major Business

9.12.3 Russell Stover B2C Sugar Free Candy and Chocolate Product and Services

9.12.4 Russell Stover B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 Russell Stover Recent Developments/Updates

9.12.6 Russell Stover Competitive Strengths & Weaknesses

9.13 The Good Chocolate

9.13.1 The Good Chocolate Details

9.13.2 The Good Chocolate Major Business

9.13.3 The Good Chocolate B2C Sugar Free Candy and Chocolate Product and Services

9.13.4 The Good Chocolate B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)

- 9.13.5 The Good Chocolate Recent Developments/Updates
- 9.13.6 The Good Chocolate Competitive Strengths & Weaknesses
- 9.14 Lakanto
 - 9.14.1 Lakanto Details
 - 9.14.2 Lakanto Major Business
 - 9.14.3 Lakanto B2C Sugar Free Candy and Chocolate Product and Services
 - 9.14.4 Lakanto B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Lakanto Recent Developments/Updates
 - 9.14.6 Lakanto Competitive Strengths & Weaknesses
- 9.15 Hu Chocolate
 - 9.15.1 Hu Chocolate Details
 - 9.15.2 Hu Chocolate Major Business
 - 9.15.3 Hu Chocolate B2C Sugar Free Candy and Chocolate Product and Services
 - 9.15.4 Hu Chocolate B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Hu Chocolate Recent Developments/Updates
 - 9.15.6 Hu Chocolate Competitive Strengths & Weaknesses
- 9.16 Asher's
 - 9.16.1 Asher's Details
 - 9.16.2 Asher's Major Business
 - 9.16.3 Asher's B2C Sugar Free Candy and Chocolate Product and Services
 - 9.16.4 Asher's B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Asher's Recent Developments/Updates
 - 9.16.6 Asher's Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 B2C Sugar Free Candy and Chocolate Industry Chain
- 10.2 B2C Sugar Free Candy and Chocolate Upstream Analysis
- 10.3 B2C Sugar Free Candy and Chocolate Midstream Analysis
- 10.4 B2C Sugar Free Candy and Chocolate Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World B2C Sugar Free Candy and Chocolate Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World B2C Sugar Free Candy and Chocolate Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World B2C Sugar Free Candy and Chocolate Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World B2C Sugar Free Candy and Chocolate Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World B2C Sugar Free Candy and Chocolate Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World B2C Sugar Free Candy and Chocolate Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World B2C Sugar Free Candy and Chocolate Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World B2C Sugar Free Candy and Chocolate Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World B2C Sugar Free Candy and Chocolate Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key B2C Sugar Free Candy and Chocolate Players in 2025

Table 12. World B2C Sugar Free Candy and Chocolate Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global B2C Sugar Free Candy and Chocolate Company Evaluation Quadrant

Table 14. Head Office of Key B2C Sugar Free Candy and Chocolate Players

Table 15. B2C Sugar Free Candy and Chocolate Market: Company Product Type Footprint

Table 16. B2C Sugar Free Candy and Chocolate Market: Company Product Application Footprint

Table 17. B2C Sugar Free Candy and Chocolate Mergers & Acquisitions Activity

Table 18. United States VS China B2C Sugar Free Candy and Chocolate Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China B2C Sugar Free Candy and Chocolate Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based B2C Sugar Free Candy and Chocolate Companies,

Headquarters (States, Country)

Table 21. United States Based Companies B2C Sugar Free Candy and Chocolate Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies B2C Sugar Free Candy and Chocolate Revenue Market Share (2021-2026)

Table 23. China Based B2C Sugar Free Candy and Chocolate Companies, Headquarters (Province, Country)

Table 24. China Based Companies B2C Sugar Free Candy and Chocolate Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies B2C Sugar Free Candy and Chocolate Revenue Market Share (2021-2026)

Table 26. Rest of World Based B2C Sugar Free Candy and Chocolate Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies B2C Sugar Free Candy and Chocolate Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies B2C Sugar Free Candy and Chocolate Revenue Market Share (2021-2026)

Table 29. World B2C Sugar Free Candy and Chocolate Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World B2C Sugar Free Candy and Chocolate Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World B2C Sugar Free Candy and Chocolate Market Size by Type (2027-2032) & (USD Million)

Table 32. World B2C Sugar Free Candy and Chocolate Market Size by Price Range, (USD Million), 2021 & 2025 & 2032

Table 33. World B2C Sugar Free Candy and Chocolate Market Size Value by Price Range (2021-2026) & (USD Million)

Table 34. World B2C Sugar Free Candy and Chocolate Market Size by Price Range (2027-2032) & (USD Million)

Table 35. World B2C Sugar Free Candy and Chocolate Market Size by Consumption Occasion Types, (USD Million), 2021 & 2025 & 2032

Table 36. World B2C Sugar Free Candy and Chocolate Market Size Value by Consumption Occasion Types (2021-2026) & (USD Million)

Table 37. World B2C Sugar Free Candy and Chocolate Market Size by Consumption Occasion Types (2027-2032) & (USD Million)

Table 38. World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel, (USD Million), 2021 & 2025 & 2032

Table 39. World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel (2021-2026) & (USD Million)

Table 40. World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel (2027-2032) & (USD Million)

Table 41. Mars Basic Information, Manufacturing Base and Competitors

Table 42. Mars Major Business

Table 43. Mars B2C Sugar Free Candy and Chocolate Product and Services

Table 44. Mars B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Mars Recent Developments/Updates

Table 46. Mars Competitive Strengths & Weaknesses

Table 47. Lotte Basic Information, Manufacturing Base and Competitors

Table 48. Lotte Major Business

Table 49. Lotte B2C Sugar Free Candy and Chocolate Product and Services

Table 50. Lotte B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Lotte Recent Developments/Updates

Table 52. Lotte Competitive Strengths & Weaknesses

Table 53. Hershey Company Basic Information, Manufacturing Base and Competitors

Table 54. Hershey Company Major Business

Table 55. Hershey Company B2C Sugar Free Candy and Chocolate Product and Services

Table 56. Hershey Company B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Hershey Company Recent Developments/Updates

Table 58. Hershey Company Competitive Strengths & Weaknesses

Table 59. Morinaga & Co Basic Information, Manufacturing Base and Competitors

Table 60. Morinaga & Co Major Business

Table 61. Morinaga & Co B2C Sugar Free Candy and Chocolate Product and Services

Table 62. Morinaga & Co B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Morinaga & Co Recent Developments/Updates

Table 64. Morinaga & Co Competitive Strengths & Weaknesses

Table 65. See's Candies Basic Information, Manufacturing Base and Competitors

Table 66. See's Candies Major Business

Table 67. See's Candies B2C Sugar Free Candy and Chocolate Product and Services

Table 68. See's Candies B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. See's Candies Recent Developments/Updates

Table 70. See's Candies Competitive Strengths & Weaknesses

Table 71. Guittard Chocolate Company Basic Information, Manufacturing Base and

Competitors

Table 72. Guittard Chocolate Company Major Business

Table 73. Guittard Chocolate Company B2C Sugar Free Candy and Chocolate Product and Services

Table 74. Guittard Chocolate Company B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Guittard Chocolate Company Recent Developments/Updates

Table 76. Guittard Chocolate Company Competitive Strengths & Weaknesses

Table 77. Barry Callebaut Basic Information, Manufacturing Base and Competitors

Table 78. Barry Callebaut Major Business

Table 79. Barry Callebaut B2C Sugar Free Candy and Chocolate Product and Services

Table 80. Barry Callebaut B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Barry Callebaut Recent Developments/Updates

Table 82. Barry Callebaut Competitive Strengths & Weaknesses

Table 83. Ferrero Group Basic Information, Manufacturing Base and Competitors

Table 84. Ferrero Group Major Business

Table 85. Ferrero Group B2C Sugar Free Candy and Chocolate Product and Services

Table 86. Ferrero Group B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Ferrero Group Recent Developments/Updates

Table 88. Ferrero Group Competitive Strengths & Weaknesses

Table 89. Lindt & Sprüngli Basic Information, Manufacturing Base and Competitors

Table 90. Lindt & Sprüngli Major Business

Table 91. Lindt & Sprüngli B2C Sugar Free Candy and Chocolate Product and Services

Table 92. Lindt & Sprüngli B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Lindt & Sprüngli Recent Developments/Updates

Table 94. Lindt & Sprüngli Competitive Strengths & Weaknesses

Table 95. Yake Food Basic Information, Manufacturing Base and Competitors

Table 96. Yake Food Major Business

Table 97. Yake Food B2C Sugar Free Candy and Chocolate Product and Services

Table 98. Yake Food B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Yake Food Recent Developments/Updates

Table 100. Yake Food Competitive Strengths & Weaknesses

Table 101. ChocZero Basic Information, Manufacturing Base and Competitors

Table 102. ChocZero Major Business

Table 103. ChocZero B2C Sugar Free Candy and Chocolate Product and Services

Table 104. ChocZero B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. ChocZero Recent Developments/Updates

Table 106. ChocZero Competitive Strengths & Weaknesses

Table 107. Russell Stover Basic Information, Manufacturing Base and Competitors

Table 108. Russell Stover Major Business

Table 109. Russell Stover B2C Sugar Free Candy and Chocolate Product and Services

Table 110. Russell Stover B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Russell Stover Recent Developments/Updates

Table 112. Russell Stover Competitive Strengths & Weaknesses

Table 113. The Good Chocolate Basic Information, Manufacturing Base and Competitors

Table 114. The Good Chocolate Major Business

Table 115. The Good Chocolate B2C Sugar Free Candy and Chocolate Product and Services

Table 116. The Good Chocolate B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. The Good Chocolate Recent Developments/Updates

Table 118. The Good Chocolate Competitive Strengths & Weaknesses

Table 119. Lakanto Basic Information, Manufacturing Base and Competitors

Table 120. Lakanto Major Business

Table 121. Lakanto B2C Sugar Free Candy and Chocolate Product and Services

Table 122. Lakanto B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Lakanto Recent Developments/Updates

Table 124. Lakanto Competitive Strengths & Weaknesses

Table 125. Hu Chocolate Basic Information, Manufacturing Base and Competitors

Table 126. Hu Chocolate Major Business

Table 127. Hu Chocolate B2C Sugar Free Candy and Chocolate Product and Services

Table 128. Hu Chocolate B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Hu Chocolate Recent Developments/Updates

Table 130. Hu Chocolate Competitive Strengths & Weaknesses

Table 131. Asher's Basic Information, Manufacturing Base and Competitors

Table 132. Asher's Major Business

Table 133. Asher's B2C Sugar Free Candy and Chocolate Product and Services

Table 134. Asher's B2C Sugar Free Candy and Chocolate Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Asher's Recent Developments/Updates

Table 136. Asher's Competitive Strengths & Weaknesses

Table 137. Global Key Players of B2C Sugar Free Candy and Chocolate Upstream
(Raw Materials)

Table 138. Global B2C Sugar Free Candy and Chocolate Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. B2C Sugar Free Candy and Chocolate Picture
- Figure 2. World B2C Sugar Free Candy and Chocolate Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World B2C Sugar Free Candy and Chocolate Total Revenue (2021-2032) & (USD Million)
- Figure 4. World B2C Sugar Free Candy and Chocolate Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World B2C Sugar Free Candy and Chocolate Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company B2C Sugar Free Candy and Chocolate Revenue (2021-2032) & (USD Million)
- Figure 13. B2C Sugar Free Candy and Chocolate Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)
- Figure 16. World B2C Sugar Free Candy and Chocolate Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)
- Figure 18. China B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)

Figure 23. India B2C Sugar Free Candy and Chocolate Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of B2C Sugar Free Candy and Chocolate by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for B2C Sugar Free Candy and Chocolate Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for B2C Sugar Free Candy and Chocolate Markets in 2025

Figure 27. United States VS China: B2C Sugar Free Candy and Chocolate Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: B2C Sugar Free Candy and Chocolate Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World B2C Sugar Free Candy and Chocolate Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Type in 2025

Figure 31. Sugar-Free Chocolate

Figure 32. Sugar-Free Hard Candy

Figure 33. Sugar-Free Gummies And Chews

Figure 34. Others

Figure 35. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Type (2021-2032)

Figure 36. World B2C Sugar Free Candy and Chocolate Market Size by Price Range, (USD Million), 2021 & 2025 & 2032

Figure 37. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Price Range in 2025

Figure 38. USD 20 per kg

Figure 41. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Price Range (2021-2032)

Figure 42. World B2C Sugar Free Candy and Chocolate Market Size by Consumption Occasion Types, (USD Million), 2021 & 2025 & 2032

Figure 43. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Consumption Occasion Types in 2025

Figure 44. Everyday Snacking

Figure 45. Seasonal and Festival

Figure 46. Gift and Premium

Figure 47. Functional and Health-Oriented

Figure 48. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Consumption Occasion Types (2021-2032)

Figure 49. World B2C Sugar Free Candy and Chocolate Market Size by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 50. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Sales Channel in 2025

Figure 51. Supermarkets and Hypermarkets

Figure 52. Convenience Stores

Figure 53. Online Retail Platforms

Figure 54. Others

Figure 55. World B2C Sugar Free Candy and Chocolate Market Size Market Share by Sales Channel (2021-2032)

Figure 56. B2C Sugar Free Candy and Chocolate Industrial Chain

Figure 57. Methodology

Figure 58. Research Process and Data Source

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