

# Global Licorice Candy Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Licorice Candy market size is expected to reach \$ 2298 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032). Licorice Candy is a type of confectionery that is flavoured with licorice extract. It can come in various forms, such as twists, ropes, bites, or even coated in chocolate. Licorice Candy has a distinct sweet and slightly salty flavor that is loved by many people. It is often enjoyed as a treat or snack and can be found in many candy stores and supermarkets.

In 2025, global Licorice Candy production reached approximately 196,184 tons, with an average global market price of around US\$ 8,176 per ton.

The Licorice Candy industry is seeing steady global growth, driven by core trends including a prominent shift toward health-oriented products such as sugar-free, low-sugar and organic variants, the rise of functional liquorice candy with throat-soothing, immune-boosting properties rooted in the food-medicine homology concept, flavor innovation featuring fruit and herbal blends as well as gourmet premium lines, the expansion of online sales channels like e-commerce and live streaming, the adoption of eco-friendly packaging, and accelerated market penetration in emerging regions such as the Asia-Pacific and the Middle East & Africa, alongside technological upgrades in intelligent production and green manufacturing processes; key opportunities lie in the surging consumer demand for natural, plant-based healthy snacks, policy dividends from regulations like the EU's plant-based food new rules and China's TCM development plans, huge growth potential in emerging markets fueled by consumption upgrading, technological innovations such as bio-extraction and 3D printing that reduce raw material costs and drive product upgrading, and the expansion of application scenarios through cross-border co-branding and the extension of functional attributes to oral care and sleep aid; meanwhile, the industry faces notable challenges including the raw material crunch with reduced output and declining quality of high-content liquorice

leading to volatile and rising raw material costs, regional differences in taste preferences that hinder global market expansion, higher production costs and sensory balance difficulties in developing sugar-free formulations with natural sweeteners, stricter cross-regional food additive and labeling regulations increasing compliance costs, and intensified homogeneous competition as well as rising market concentration driven by head enterprise mergers and acquisitions pressuring small and medium-sized brands.

This report studies the global Licorice Candy production, demand, key manufacturers, and key regions.

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

### **Highlights and key features of the study**

Global Licorice Candy total production and demand, 2021-2032, (Tons)

Global Licorice Candy total production value, 2021-2032, (USD Million)

Global Licorice Candy production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Licorice Candy consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Licorice Candy domestic production, consumption, key domestic manufacturers and share

Global Licorice Candy production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Licorice Candy production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Licorice Candy production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Licorice Candy market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Hershey, Haribo, Tootsie, American Licorice Company (Red Vines), Darrell Lea, Fini Company, Perfetti Van Melle, Lakrids, Kenny's Candy, Halva, 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 Licorice Candy market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. 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 Licorice Candy Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Licorice Candy Market, Segmentation by Type:

Original Black Licorice

Fruit Flavored Candy

Global Licorice Candy Market, Segmentation by Processing Technology:

Hard Licorice Candy

Soft Licorice Candy

Global Licorice Candy Market, Segmentation by Formula Composition:

Pure Licorice Formulation

Herbal Compound Licorice Candy

Others

Global Licorice Candy Market, Segmentation by Application:

Supermarket

Online Sales

Convenient Store

**Companies Profiled:**

Hershey

Haribo

Tootsie

American Licorice Company (Red Vines)

Darrell Lea

Fini Company

Perfetti Van Melle

Lakrids

Kenny's Candy

Halva

RJ's Licorice

Cloetta

Switzer?s Authentic Candy

Gimbals Fine Candies

Panda

Katjes

Toms Group

**Key Questions Answered:**

1. How big is the global Licorice Candy market?
2. What is the demand of the global Licorice Candy market?
3. What is the year over year growth of the global Licorice Candy market?
4. What is the production and production value of the global Licorice Candy market?
5. Who are the key producers in the global Licorice Candy market?
6. What are the growth factors driving the market demand?

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