

Global Licorice Candy Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Licorice Candy market size was valued at USD 1613.1 million in 2023 and is forecast to a readjusted size of USD 2180.8 million by 2030 with a CAGR of 4.4% during review period.

Liquorice (British English) or licorice (American English) is a confection usually flavoured and coloured black with the extract of the roots of the liquorice plant *glycyrrhiza glabra*.

Of the major brands of licorice candy, Twizzlers maintained its first place in the ranking in 2019, accounted for 20.64% global market share. Other players accounted for 4.39% and 3.65% including Red Vines and Wiley Wallaby. Europe is the largest consumption area, making up 52.79% in 2019. North America ranks the second, total Licorice Candy accounted for 34.06%.

The Global Info Research report includes an overview of the development of the Licorice Candy industry chain, the market status of Supermarket (Original Black Licorice, Fruit Flavored Candy), Online Sales (Original Black Licorice, Fruit Flavored Candy), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Licorice Candy.

Regionally, the report analyzes the Licorice Candy markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Licorice Candy market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Licorice Candy market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Licorice Candy industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Original Black Licorice, Fruit Flavored Candy).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Licorice Candy market.

Regional Analysis: The report involves examining the Licorice Candy market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Licorice Candy market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Licorice Candy:

Company Analysis: Report covers individual Licorice Candy manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Licorice Candy This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket, Online Sales).

Technology Analysis: Report covers specific technologies relevant to Licorice Candy. It

assesses the current state, advancements, and potential future developments in Licorice Candy areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Licorice Candy market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Licorice Candy market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Original Black Licorice

Fruit Flavored Candy

Market segment by Application

Supermarket

Online Sales

Convenient Store

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Licorice Candy product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Licorice Candy, with price, sales, revenue and global market share of Licorice Candy from 2019 to 2024.

Chapter 3, the Licorice Candy competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Licorice Candy breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Licorice Candy market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Licorice Candy.

Chapter 14 and 15, to describe Licorice Candy sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Licorice Candy
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Licorice Candy Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Original Black Licorice
 - 1.3.3 Fruit Flavored Candy
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Licorice Candy Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Supermarket
 - 1.4.3 Online Sales
 - 1.4.4 Convenient Store
- 1.5 Global Licorice Candy Market Size & Forecast
 - 1.5.1 Global Licorice Candy Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Licorice Candy Sales Quantity (2019-2030)
 - 1.5.3 Global Licorice Candy Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 Twizzlers
 - 2.1.1 Twizzlers Details
 - 2.1.2 Twizzlers Major Business
 - 2.1.3 Twizzlers Licorice Candy Product and Services
 - 2.1.4 Twizzlers Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Twizzlers Recent Developments/Updates
- 2.2 Red Vines
 - 2.2.1 Red Vines Details
 - 2.2.2 Red Vines Major Business
 - 2.2.3 Red Vines Licorice Candy Product and Services
 - 2.2.4 Red Vines Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Red Vines Recent Developments/Updates
- 2.3 Wiley Wallaby

- 2.3.1 Wiley Wallaby Details
- 2.3.2 Wiley Wallaby Major Business
- 2.3.3 Wiley Wallaby Licorice Candy Product and Services
- 2.3.4 Wiley Wallaby Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Wiley Wallaby Recent Developments/Updates
- 2.4 Venco
 - 2.4.1 Venco Details
 - 2.4.2 Venco Major Business
 - 2.4.3 Venco Licorice Candy Product and Services
 - 2.4.4 Venco Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Venco Recent Developments/Updates
- 2.5 Good & Plenty
 - 2.5.1 Good & Plenty Details
 - 2.5.2 Good & Plenty Major Business
 - 2.5.3 Good & Plenty Licorice Candy Product and Services
 - 2.5.4 Good & Plenty Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Good & Plenty Recent Developments/Updates
- 2.6 Halva
 - 2.6.1 Halva Details
 - 2.6.2 Halva Major Business
 - 2.6.3 Halva Licorice Candy Product and Services
 - 2.6.4 Halva Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Halva Recent Developments/Updates
- 2.7 Klene
 - 2.7.1 Klene Details
 - 2.7.2 Klene Major Business
 - 2.7.3 Klene Licorice Candy Product and Services
 - 2.7.4 Klene Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Klene Recent Developments/Updates
- 2.8 RJ'S
 - 2.8.1 RJ'S Details
 - 2.8.2 RJ'S Major Business
 - 2.8.3 RJ'S Licorice Candy Product and Services
 - 2.8.4 RJ'S Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin

and Market Share (2019-2024)

2.8.5 RJ'S Recent Developments/Updates

2.9 Kraepelien & Holm

2.9.1 Kraepelien & Holm Details

2.9.2 Kraepelien & Holm Major Business

2.9.3 Kraepelien & Holm Licorice Candy Product and Services

2.9.4 Kraepelien & Holm Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Kraepelien & Holm Recent Developments/Updates

2.10 Kenny's Candy

2.10.1 Kenny's Candy Details

2.10.2 Kenny's Candy Major Business

2.10.3 Kenny's Candy Licorice Candy Product and Services

2.10.4 Kenny's Candy Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 Kenny's Candy Recent Developments/Updates

2.11 Switzer's Authentic Candy

2.11.1 Switzer's Authentic Candy Details

2.11.2 Switzer's Authentic Candy Major Business

2.11.3 Switzer's Authentic Candy Licorice Candy Product and Services

2.11.4 Switzer's Authentic Candy Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Switzer's Authentic Candy Recent Developments/Updates

2.12 Mrs. Call's Candy

2.12.1 Mrs. Call's Candy Details

2.12.2 Mrs. Call's Candy Major Business

2.12.3 Mrs. Call's Candy Licorice Candy Product and Services

2.12.4 Mrs. Call's Candy Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Mrs. Call's Candy Recent Developments/Updates

2.13 Gimbals Fine Candies

2.13.1 Gimbals Fine Candies Details

2.13.2 Gimbals Fine Candies Major Business

2.13.3 Gimbals Fine Candies Licorice Candy Product and Services

2.13.4 Gimbals Fine Candies Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.13.5 Gimbals Fine Candies Recent Developments/Updates

2.14 Kookaburra Liquorice

2.14.1 Kookaburra Liquorice Details

- 2.14.2 Kookaburra Liquorice Major Business
- 2.14.3 Kookaburra Liquorice Licorice Candy Product and Services
- 2.14.4 Kookaburra Liquorice Licorice Candy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.14.5 Kookaburra Liquorice Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: LICORICE CANDY BY MANUFACTURER

- 3.1 Global Licorice Candy Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Licorice Candy Revenue by Manufacturer (2019-2024)
- 3.3 Global Licorice Candy Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
 - 3.4.1 Producer Shipments of Licorice Candy by Manufacturer Revenue (\$MM) and Market Share (%): 2023
 - 3.4.2 Top 3 Licorice Candy Manufacturer Market Share in 2023
 - 3.4.2 Top 6 Licorice Candy Manufacturer Market Share in 2023
- 3.5 Licorice Candy Market: Overall Company Footprint Analysis
 - 3.5.1 Licorice Candy Market: Region Footprint
 - 3.5.2 Licorice Candy Market: Company Product Type Footprint
 - 3.5.3 Licorice Candy Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Licorice Candy Market Size by Region
 - 4.1.1 Global Licorice Candy Sales Quantity by Region (2019-2030)
 - 4.1.2 Global Licorice Candy Consumption Value by Region (2019-2030)
 - 4.1.3 Global Licorice Candy Average Price by Region (2019-2030)
- 4.2 North America Licorice Candy Consumption Value (2019-2030)
- 4.3 Europe Licorice Candy Consumption Value (2019-2030)
- 4.4 Asia-Pacific Licorice Candy Consumption Value (2019-2030)
- 4.5 South America Licorice Candy Consumption Value (2019-2030)
- 4.6 Middle East and Africa Licorice Candy Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Licorice Candy Sales Quantity by Type (2019-2030)
- 5.2 Global Licorice Candy Consumption Value by Type (2019-2030)

5.3 Global Licorice Candy Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Licorice Candy Sales Quantity by Application (2019-2030)

6.2 Global Licorice Candy Consumption Value by Application (2019-2030)

6.3 Global Licorice Candy Average Price by Application (2019-2030)

7 NORTH AMERICA

7.1 North America Licorice Candy Sales Quantity by Type (2019-2030)

7.2 North America Licorice Candy Sales Quantity by Application (2019-2030)

7.3 North America Licorice Candy Market Size by Country

7.3.1 North America Licorice Candy Sales Quantity by Country (2019-2030)

7.3.2 North America Licorice Candy Consumption Value by Country (2019-2030)

7.3.3 United States Market Size and Forecast (2019-2030)

7.3.4 Canada Market Size and Forecast (2019-2030)

7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

8.1 Europe Licorice Candy Sales Quantity by Type (2019-2030)

8.2 Europe Licorice Candy Sales Quantity by Application (2019-2030)

8.3 Europe Licorice Candy Market Size by Country

8.3.1 Europe Licorice Candy Sales Quantity by Country (2019-2030)

8.3.2 Europe Licorice Candy Consumption Value by Country (2019-2030)

8.3.3 Germany Market Size and Forecast (2019-2030)

8.3.4 France Market Size and Forecast (2019-2030)

8.3.5 United Kingdom Market Size and Forecast (2019-2030)

8.3.6 Russia Market Size and Forecast (2019-2030)

8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

9.1 Asia-Pacific Licorice Candy Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Licorice Candy Sales Quantity by Application (2019-2030)

9.3 Asia-Pacific Licorice Candy Market Size by Region

9.3.1 Asia-Pacific Licorice Candy Sales Quantity by Region (2019-2030)

9.3.2 Asia-Pacific Licorice Candy Consumption Value by Region (2019-2030)

- 9.3.3 China Market Size and Forecast (2019-2030)
- 9.3.4 Japan Market Size and Forecast (2019-2030)
- 9.3.5 Korea Market Size and Forecast (2019-2030)
- 9.3.6 India Market Size and Forecast (2019-2030)
- 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
- 9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

- 10.1 South America Licorice Candy Sales Quantity by Type (2019-2030)
- 10.2 South America Licorice Candy Sales Quantity by Application (2019-2030)
- 10.3 South America Licorice Candy Market Size by Country
 - 10.3.1 South America Licorice Candy Sales Quantity by Country (2019-2030)
 - 10.3.2 South America Licorice Candy Consumption Value by Country (2019-2030)
 - 10.3.3 Brazil Market Size and Forecast (2019-2030)
 - 10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Licorice Candy Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Licorice Candy Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Licorice Candy Market Size by Country
 - 11.3.1 Middle East & Africa Licorice Candy Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Licorice Candy Consumption Value by Country (2019-2030)
 - 11.3.3 Turkey Market Size and Forecast (2019-2030)
 - 11.3.4 Egypt Market Size and Forecast (2019-2030)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
 - 11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Licorice Candy Market Drivers
- 12.2 Licorice Candy Market Restraints
- 12.3 Licorice Candy Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Licorice Candy and Key Manufacturers

13.2 Manufacturing Costs Percentage of Licorice Candy

13.3 Licorice Candy Production Process

13.4 Licorice Candy Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Licorice Candy Typical Distributors

14.3 Licorice Candy Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Licorice Candy Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Licorice Candy Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Twizzlers Basic Information, Manufacturing Base and Competitors

Table 4. Twizzlers Major Business

Table 5. Twizzlers Licorice Candy Product and Services

Table 6. Twizzlers Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Twizzlers Recent Developments/Updates

Table 8. Red Vines Basic Information, Manufacturing Base and Competitors

Table 9. Red Vines Major Business

Table 10. Red Vines Licorice Candy Product and Services

Table 11. Red Vines Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Red Vines Recent Developments/Updates

Table 13. Wiley Wallaby Basic Information, Manufacturing Base and Competitors

Table 14. Wiley Wallaby Major Business

Table 15. Wiley Wallaby Licorice Candy Product and Services

Table 16. Wiley Wallaby Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Wiley Wallaby Recent Developments/Updates

Table 18. Venco Basic Information, Manufacturing Base and Competitors

Table 19. Venco Major Business

Table 20. Venco Licorice Candy Product and Services

Table 21. Venco Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Venco Recent Developments/Updates

Table 23. Good & Plenty Basic Information, Manufacturing Base and Competitors

Table 24. Good & Plenty Major Business

Table 25. Good & Plenty Licorice Candy Product and Services

Table 26. Good & Plenty Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Good & Plenty Recent Developments/Updates

Table 28. Halva Basic Information, Manufacturing Base and Competitors

Table 29. Halva Major Business

Table 30. Halva Licorice Candy Product and Services

Table 31. Halva Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Halva Recent Developments/Updates

Table 33. Klene Basic Information, Manufacturing Base and Competitors

Table 34. Klene Major Business

Table 35. Klene Licorice Candy Product and Services

Table 36. Klene Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Klene Recent Developments/Updates

Table 38. RJ'S Basic Information, Manufacturing Base and Competitors

Table 39. RJ'S Major Business

Table 40. RJ'S Licorice Candy Product and Services

Table 41. RJ'S Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. RJ'S Recent Developments/Updates

Table 43. Kraepelien & Holm Basic Information, Manufacturing Base and Competitors

Table 44. Kraepelien & Holm Major Business

Table 45. Kraepelien & Holm Licorice Candy Product and Services

Table 46. Kraepelien & Holm Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Kraepelien & Holm Recent Developments/Updates

Table 48. Kenny's Candy Basic Information, Manufacturing Base and Competitors

Table 49. Kenny's Candy Major Business

Table 50. Kenny's Candy Licorice Candy Product and Services

Table 51. Kenny's Candy Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Kenny's Candy Recent Developments/Updates

Table 53. Switzer's Authentic Candy Basic Information, Manufacturing Base and Competitors

Table 54. Switzer's Authentic Candy Major Business

Table 55. Switzer's Authentic Candy Licorice Candy Product and Services

Table 56. Switzer's Authentic Candy Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. Switzer's Authentic Candy Recent Developments/Updates

Table 58. Mrs. Call's Candy Basic Information, Manufacturing Base and Competitors

Table 59. Mrs. Call's Candy Major Business

Table 60. Mrs. Call's Candy Licorice Candy Product and Services

- Table 61. Mrs. Call's Candy Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 62. Mrs. Call's Candy Recent Developments/Updates
- Table 63. Gimbals Fine Candies Basic Information, Manufacturing Base and Competitors
- Table 64. Gimbals Fine Candies Major Business
- Table 65. Gimbals Fine Candies Licorice Candy Product and Services
- Table 66. Gimbals Fine Candies Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 67. Gimbals Fine Candies Recent Developments/Updates
- Table 68. Kookaburra Liquorice Basic Information, Manufacturing Base and Competitors
- Table 69. Kookaburra Liquorice Major Business
- Table 70. Kookaburra Liquorice Licorice Candy Product and Services
- Table 71. Kookaburra Liquorice Licorice Candy Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 72. Kookaburra Liquorice Recent Developments/Updates
- Table 73. Global Licorice Candy Sales Quantity by Manufacturer (2019-2024) & (MT)
- Table 74. Global Licorice Candy Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 75. Global Licorice Candy Average Price by Manufacturer (2019-2024) & (USD/MT)
- Table 76. Market Position of Manufacturers in Licorice Candy, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 77. Head Office and Licorice Candy Production Site of Key Manufacturer
- Table 78. Licorice Candy Market: Company Product Type Footprint
- Table 79. Licorice Candy Market: Company Product Application Footprint
- Table 80. Licorice Candy New Market Entrants and Barriers to Market Entry
- Table 81. Licorice Candy Mergers, Acquisition, Agreements, and Collaborations
- Table 82. Global Licorice Candy Sales Quantity by Region (2019-2024) & (MT)
- Table 83. Global Licorice Candy Sales Quantity by Region (2025-2030) & (MT)
- Table 84. Global Licorice Candy Consumption Value by Region (2019-2024) & (USD Million)
- Table 85. Global Licorice Candy Consumption Value by Region (2025-2030) & (USD Million)
- Table 86. Global Licorice Candy Average Price by Region (2019-2024) & (USD/MT)
- Table 87. Global Licorice Candy Average Price by Region (2025-2030) & (USD/MT)
- Table 88. Global Licorice Candy Sales Quantity by Type (2019-2024) & (MT)
- Table 89. Global Licorice Candy Sales Quantity by Type (2025-2030) & (MT)
- Table 90. Global Licorice Candy Consumption Value by Type (2019-2024) & (USD

Million)

Table 91. Global Licorice Candy Consumption Value by Type (2025-2030) & (USD Million)

Table 92. Global Licorice Candy Average Price by Type (2019-2024) & (USD/MT)

Table 93. Global Licorice Candy Average Price by Type (2025-2030) & (USD/MT)

Table 94. Global Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 95. Global Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 96. Global Licorice Candy Consumption Value by Application (2019-2024) & (USD Million)

Table 97. Global Licorice Candy Consumption Value by Application (2025-2030) & (USD Million)

Table 98. Global Licorice Candy Average Price by Application (2019-2024) & (USD/MT)

Table 99. Global Licorice Candy Average Price by Application (2025-2030) & (USD/MT)

Table 100. North America Licorice Candy Sales Quantity by Type (2019-2024) & (MT)

Table 101. North America Licorice Candy Sales Quantity by Type (2025-2030) & (MT)

Table 102. North America Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 103. North America Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 104. North America Licorice Candy Sales Quantity by Country (2019-2024) & (MT)

Table 105. North America Licorice Candy Sales Quantity by Country (2025-2030) & (MT)

Table 106. North America Licorice Candy Consumption Value by Country (2019-2024) & (USD Million)

Table 107. North America Licorice Candy Consumption Value by Country (2025-2030) & (USD Million)

Table 108. Europe Licorice Candy Sales Quantity by Type (2019-2024) & (MT)

Table 109. Europe Licorice Candy Sales Quantity by Type (2025-2030) & (MT)

Table 110. Europe Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 111. Europe Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 112. Europe Licorice Candy Sales Quantity by Country (2019-2024) & (MT)

Table 113. Europe Licorice Candy Sales Quantity by Country (2025-2030) & (MT)

Table 114. Europe Licorice Candy Consumption Value by Country (2019-2024) & (USD Million)

Table 115. Europe Licorice Candy Consumption Value by Country (2025-2030) & (USD Million)

Table 116. Asia-Pacific Licorice Candy Sales Quantity by Type (2019-2024) & (MT)

Table 117. Asia-Pacific Licorice Candy Sales Quantity by Type (2025-2030) & (MT)

Table 118. Asia-Pacific Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 119. Asia-Pacific Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 120. Asia-Pacific Licorice Candy Sales Quantity by Region (2019-2024) & (MT)

Table 121. Asia-Pacific Licorice Candy Sales Quantity by Region (2025-2030) & (MT)

Table 122. Asia-Pacific Licorice Candy Consumption Value by Region (2019-2024) & (USD Million)

Table 123. Asia-Pacific Licorice Candy Consumption Value by Region (2025-2030) & (USD Million)

Table 124. South America Licorice Candy Sales Quantity by Type (2019-2024) & (MT)

Table 125. South America Licorice Candy Sales Quantity by Type (2025-2030) & (MT)

Table 126. South America Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 127. South America Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 128. South America Licorice Candy Sales Quantity by Country (2019-2024) & (MT)

Table 129. South America Licorice Candy Sales Quantity by Country (2025-2030) & (MT)

Table 130. South America Licorice Candy Consumption Value by Country (2019-2024) & (USD Million)

Table 131. South America Licorice Candy Consumption Value by Country (2025-2030) & (USD Million)

Table 132. Middle East & Africa Licorice Candy Sales Quantity by Type (2019-2024) & (MT)

Table 133. Middle East & Africa Licorice Candy Sales Quantity by Type (2025-2030) & (MT)

Table 134. Middle East & Africa Licorice Candy Sales Quantity by Application (2019-2024) & (MT)

Table 135. Middle East & Africa Licorice Candy Sales Quantity by Application (2025-2030) & (MT)

Table 136. Middle East & Africa Licorice Candy Sales Quantity by Region (2019-2024) & (MT)

Table 137. Middle East & Africa Licorice Candy Sales Quantity by Region (2025-2030) & (MT)

Table 138. Middle East & Africa Licorice Candy Consumption Value by Region (2019-2024) & (USD Million)

Table 139. Middle East & Africa Licorice Candy Consumption Value by Region

(2025-2030) & (USD Million)

Table 140. Licorice Candy Raw Material

Table 141. Key Manufacturers of Licorice Candy Raw Materials

Table 142. Licorice Candy Typical Distributors

Table 143. Licorice Candy Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Licorice Candy Picture

Figure 2. Global Licorice Candy Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Licorice Candy Consumption Value Market Share by Type in 2023

Figure 4. Original Black Licorice Examples

Figure 5. Fruit Flavored Candy Examples

Figure 6. Global Licorice Candy Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 7. Global Licorice Candy Consumption Value Market Share by Application in 2023

Figure 8. Supermarket Examples

Figure 9. Online Sales Examples

Figure 10. Convenient Store Examples

Figure 11. Global Licorice Candy Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 12. Global Licorice Candy Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 13. Global Licorice Candy Sales Quantity (2019-2030) & (MT)

Figure 14. Global Licorice Candy Average Price (2019-2030) & (USD/MT)

Figure 15. Global Licorice Candy Sales Quantity Market Share by Manufacturer in 2023

Figure 16. Global Licorice Candy Consumption Value Market Share by Manufacturer in 2023

Figure 17. Producer Shipments of Licorice Candy by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 18. Top 3 Licorice Candy Manufacturer (Consumption Value) Market Share in 2023

Figure 19. Top 6 Licorice Candy Manufacturer (Consumption Value) Market Share in 2023

Figure 20. Global Licorice Candy Sales Quantity Market Share by Region (2019-2030)

Figure 21. Global Licorice Candy Consumption Value Market Share by Region (2019-2030)

Figure 22. North America Licorice Candy Consumption Value (2019-2030) & (USD Million)

Figure 23. Europe Licorice Candy Consumption Value (2019-2030) & (USD Million)

Figure 24. Asia-Pacific Licorice Candy Consumption Value (2019-2030) & (USD Million)

Figure 25. South America Licorice Candy Consumption Value (2019-2030) & (USD Million)

Figure 26. Middle East & Africa Licorice Candy Consumption Value (2019-2030) & (USD Million)

Figure 27. Global Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 28. Global Licorice Candy Consumption Value Market Share by Type (2019-2030)

Figure 29. Global Licorice Candy Average Price by Type (2019-2030) & (USD/MT)

Figure 30. Global Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 31. Global Licorice Candy Consumption Value Market Share by Application (2019-2030)

Figure 32. Global Licorice Candy Average Price by Application (2019-2030) & (USD/MT)

Figure 33. North America Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 34. North America Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 35. North America Licorice Candy Sales Quantity Market Share by Country (2019-2030)

Figure 36. North America Licorice Candy Consumption Value Market Share by Country (2019-2030)

Figure 37. United States Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 38. Canada Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Mexico Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 40. Europe Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 41. Europe Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 42. Europe Licorice Candy Sales Quantity Market Share by Country (2019-2030)

Figure 43. Europe Licorice Candy Consumption Value Market Share by Country (2019-2030)

Figure 44. Germany Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 45. France Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 46. United Kingdom Licorice Candy Consumption Value and Growth Rate

(2019-2030) & (USD Million)

Figure 47. Russia Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Italy Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. Asia-Pacific Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 50. Asia-Pacific Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 51. Asia-Pacific Licorice Candy Sales Quantity Market Share by Region (2019-2030)

Figure 52. Asia-Pacific Licorice Candy Consumption Value Market Share by Region (2019-2030)

Figure 53. China Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 54. Japan Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. Korea Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. India Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Southeast Asia Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Australia Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. South America Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 60. South America Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 61. South America Licorice Candy Sales Quantity Market Share by Country (2019-2030)

Figure 62. South America Licorice Candy Consumption Value Market Share by Country (2019-2030)

Figure 63. Brazil Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 64. Argentina Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. Middle East & Africa Licorice Candy Sales Quantity Market Share by Type (2019-2030)

Figure 66. Middle East & Africa Licorice Candy Sales Quantity Market Share by Application (2019-2030)

Figure 67. Middle East & Africa Licorice Candy Sales Quantity Market Share by Region (2019-2030)

Figure 68. Middle East & Africa Licorice Candy Consumption Value Market Share by Region (2019-2030)

Figure 69. Turkey Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 70. Egypt Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. Saudi Arabia Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. South Africa Licorice Candy Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Licorice Candy Market Drivers

Figure 74. Licorice Candy Market Restraints

Figure 75. Licorice Candy Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of Licorice Candy in 2023

Figure 78. Manufacturing Process Analysis of Licorice Candy

Figure 79. Licorice Candy Industrial Chain

Figure 80. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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