

# **Sugar-free Confectionery Market Size, Share & Trends Analysis Report By Product (Sweet & Candy Confectionery, Chocolate Confectionery), By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **Sugar-free Confectionery Market Growth & Trends**

The global sugar-free confectionery market size is expected to reach USD 2.81 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.1% from 2020 to 2027. Rising awareness regarding health and wellness among millennials as a result of an increasing number of advertising campaigns aimed at fitness improvement is expected to increase spending on sugar-free confectionery. Furthermore, rising concerns over dental problems resulted from excess consumption of conventional candies are expected to compel the buyers to purchase alternative confectionery products, which lower the existence of oral health problems.

New manufacturing processes have been a major factor contributing to the market growth. In July 2020, Mondelez International, Inc. patented a process for manufacturing chocolate confectionery using soluble corn fiber to reduce the sugar and calorie content. This is expected to cut down the sugar content by over 50%. Along with this, it does not alter the composition of the chocolate significantly.

Sweet and candy confectionery is projected to witness the fastest growth with a CAGR of 5.8% from 2020 to 2027. Parents promoting the consumption of these among kids over the conventional confectionery in order to reduce the risks pertaining to decay and erosion of teeth is leading to rising demand for the product.

## Sugar-free Confectionery Market Report Highlights

By product, chocolate confectionery accounted for the largest share of more than 40.0% in 2019. The popularity of chocolate, along with the adverse effects of sugar on the physique, has led to the popularity of chocolate confectionery

Based on the distribution channels, hypermarkets and supermarkets accounted for the largest share of more than 35.0% in 2019. This is attributed to the one-stop shopping experience these channels offer to their customers

The online and D2C segment is expected to witness the fastest growth with a CAGR of 6.4% from 2020 to 2027. The major advantage associated with the channel is that it offers the manufacturers an opportunity to break the physical barriers and establish a large consumer base

North America held the largest share of over 35.0% in 2019. Increased awareness among buyers regarding sugar-free alternatives among health-conscious consumers of the U.S. and Canada is expected to remain a favorable factor for the regional market growth

Asia Pacific is projected to foresee the fastest growth at a CAGR of 6.3% from 2020 to 2027. This growth is attributed to the increased willingness to pay a premium price for confectionery products among the middle-class population in emerging economies, such as China and India.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Competitive Insights

### CHAPTER 3. SUGAR-FREE CONFECTIONERY MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Sugar-free Confectionery Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. SUGAR-FREE CONFECTIONERY MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
- 5.2. Sweet & Candy Confectionery
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Chocolate Confectionery
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Others
  - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. SUGAR-FREE CONFECTIONERY MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Hypermarkets & supermarkets
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Convenience & Drug Stores
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.4. Online & D2C
  - 6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.5. Others
  - 6.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 7. SUGAR-FREE CONFECTIONERY MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

### **7.1. Regional Movement Analysis & Market Share, 2019 & 2027**

#### **7.2. North America**

7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.2.4. The U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### **7.3. Europe**

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.4. The U.K.

7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.5. Germany

7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.6. France

7.3.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.3.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### **7.4. Asia Pacific**

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.5. Japan

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.4.6. India

7.4.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.4.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

#### 7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

## CHAPTER 9. COMPANY PROFILES

9.1. Abdallah Candies Inc.

9.1.1. Company Overview

9.1.2. Financial Performance

- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives
- 9.2. Asher's Chocolate Co.
  - 9.2.1. Company Overview
  - 9.2.2. Financial Performance
  - 9.2.3. Product Benchmarking
  - 9.2.4. Strategic Initiatives
- 9.3. Diabetic Candy.com, LLC
  - 9.3.1. Company Overview
  - 9.3.2. Financial Performance
  - 9.3.3. Product Benchmarking
  - 9.3.4. Strategic Initiatives
- 9.4. Dr. John's Healthy Sweets LLC
  - 9.4.1. Company Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Strategic Initiatives
- 9.5. LILY'S SWEETS
  - 9.5.1. Company Overview
  - 9.5.2. Financial Performance
  - 9.5.3. Product Benchmarking
  - 9.5.4. Strategic Initiatives
- 9.6. ROY Chocolatier
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. Russell Stover Chocolates, LLC
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. See's Candy Shops, Inc.
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Sugarless Confectionery
  - 9.9.1. Company Overview

9.9.2. Financial Performance

9.9.3. Product Benchmarking

9.9.4. Strategic Initiatives

9.10. The Hershey Company

9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Sugar-free confectionery - Key market driver analysis
2. Sugar-free confectionery - Key market restraint analysis
3. Global sweet & candy confectionery market estimates and forecast, 2016 - 2027 (USD Million)
4. Global chocolate confectionery market estimates and forecast, 2016 - 2027 (USD Million)
5. Global other confectionery market estimates and forecast, 2016 - 2027 (USD Million)
6. Global sugar-free confectionery market estimates and forecast from hypermarkets & supermarkets, 2016 - 2027 (USD Million)
7. Global sugar-free confectionery market estimates and forecast from Convenience & Drug Stores, 2016 - 2027 (USD Million)
8. Global sugar-free confectionery market estimates and forecast from online & D2C, 2016 - 2027 (USD Million)
9. Global sugar-free confectionery market estimates and forecast from others (USD Million)
10. North America sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
11. North America sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
12. North America sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
13. U.S. sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
14. U.S. sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
15. U.S. sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
16. Europe sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
17. Europe sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
18. Europe sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
19. U.K. sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)

20. U.K. sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
21. U.K. sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
22. Germany sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
23. Germany sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
24. Germany sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
25. France sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
26. France sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
27. France sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
28. Asia Pacific sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
29. Asia Pacific sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
30. Asia Pacific sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
31. China sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
32. China sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
33. China sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
34. Japan sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
35. Japan sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
36. Japan sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
37. India sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)
38. India sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
39. India sugar-free confectionery market revenue estimates and forecast by distribution

channel, 2016 - 2027 (USD Million)

40. Central & South America sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)

41. Central & South America sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

42. Central & South America sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

43. Middle East & Africa sugar-free confectionery market estimates and forecast, 2016 - 2027 (USD Million)

44. Middle East & Africa sugar-free confectionery market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

45. Middle East & Africa sugar-free confectionery market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

46. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Sugar-free confectionery market snapshot
2. Sugar-free confectionery market segmentation & scope
3. Sugar-free confectionery market penetration & growth prospect mapping
4. Sugar-free confectionery value chain analysis
5. Sugar-free confectionery market dynamics
6. Sugar-free confectionery market Porter's analysis
7. Sugar-free confectionery market: Product movement analysis
8. Sugar-free confectionery market: Distribution channel movement analysis
9. Sugar-free confectionery market: Regional movement analysis

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