

U.S. Candy Market Size & Share Analysis Report By Product (Chocolate, Non-Chocolate Candy), By End Use (Super Markets/Hyper Markets, Convenience Stores, Online Stores) By And Segment Forecasts, 2014 - 2025

<https://marketpublishers.com/r/UA1743844D1EN.html>

Date: January 2018

Pages: 51

Price: US\$ 3,950.00 (Single User License)

ID: UA1743844D1EN

Abstracts

The U.S. candy market is expected to reach a value of USD 19.6 billion by 2025, according to a new report by Grand View Research, Inc. Growing consumer expenditure and disposable income and increasing trend towards urbanization is driving the growth of the candy market in the U.S. Candies and chocolates are generating huge amount of sales in the U.S. targeting the sweet tooth among the people. Huge revenue generation of candies is primarily due to their consumption during holidays like Halloween and Easter accounting for around USD 3.5 billion sales.

Currently, around 82% of the population in North America are living in the urban areas with high concentration in mid and large-sized cities. Such huge trend towards urbanization has led to growing awareness for new products and their easy availability. This is due to the fact that giant players have a significant hold of the candy market in the urban areas.

Children with inclination towards a sweet tooth is a major factor driving the demand of the products. Hence, this group of population is a huge contributor towards revenue generation of the market. Moreover, key players are creating appealing advertisements targeting the children and young population, thus, attracting them towards impulse purchase. Teenagers are also a significant target population for candies, especially chocolate candies due to high preference for the chocolate flavor.

Increase in product innovation and new product development has led to high growth of

the market. Sugar-free candies manufactured by the key players is further expected to boost the market demand for the diabetic population. Companies are also engaged in new product launch, which is further boosting the demand for candies. For instance, in March 2017, Hershey's Reese's brand launched Reese's Crunchy Cookie Cup. In May 2016, DeMet's Candy Company launched a new product, TURTLES Double Chocolate.

Further Key Findings From the Study Suggest:

Chocolate candies dominated the market in 2016 and is also expected to show high CAGR over the forecast period due to the numerous health benefits associated with these products

Non-chocolate candies held significant market share in 2016 owing to a wide variety of flavors as well as sugar-free candies available in the market

Gummies contributed significantly in the U.S. candy market due to its huge customer preference and availability of different shaped gummies

Based on the end-use segment, super/hyper markets dominated the market in 2016 due to its huge storage capacity and organized aisle format leading to a convenient shopping

Online stores segment is projected to witness lucrative CAGR over the forecast period due to the lucrative offers and discounts available

Few key companies are Ferrara Candy Co.; The Hershey Company; Mondelez International Inc.; Nestle SA; and DeMet's Candy Co.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 RESEARCH METHODOLOGY

- 2.1 Country Wise Market: Base Estimates
- 2.2 U.S. Market: CAGR Calculation
- 2.3 Region Based Segment Share Calculation
- 2.4 Research Scope & Assumptions
- 2.5 List of Data Sources
 - 2.5.1 Data for primary interviews, by sources
- 2.6 Market Snapshot

CHAPTER 3 U.S. CANDY MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation & Scope
- 3.2 Market Driver Analysis
 - 3.2.1 Rising spending capacity and growing urbanization
 - 3.2.2 Increase in target population base
 - 3.2.3 Rise in trend towards product innovation
- 3.3 Market Restraint Analysis
 - 3.3.1 Growing health issues, such as diabetes and obesity
- 3.4 Key Opportunities Prioritized
 - 3.4.1 Key opportunities prioritized, by product
 - 3.4.2 Key opportunities prioritized, by end-use
- 3.5 U.S. Candy - SWOT Analysis, by Factor (Political & Legal, Economic and Technological)
- 3.6 Industry Analysis - Porter's
- 3.7 U.S. Candy Market: Market Share Analysis, 2016

CHAPTER 4 U.S. CANDY MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1 U.S. Candy Market: Product Movement Analysis
- 4.2 Chocolate Candy
 - 4.2.1 Chocolate candy market, 2014 - 2025 (USD Billion)
- 4.3 Non-chocolate Candy
 - 4.3.1 Non-chocolate candy market, 2014 - 2025 (USD Billion)
 - 4.3.2 Caramel Candies

- 4.3.2.1 Caramel candies market, 2014 - 2025 (USD Billion)
- 4.3.3 Gummies
 - 4.3.3.1 Gummies market, 2014 - 2025 (USD Billion)
- 4.3.4 Hard Candies
 - 4.3.4.1 Hard candies market, 2014 - 2025 (USD Billion)
- 4.3.5 Chewing Gums
 - 4.3.5.1 Chewing gums market, 2014 - 2025 (USD Billion)
- 4.3.6 Others
 - 4.3.6.1 Others market, 2014 - 2025 (USD Billion)

CHAPTER 5 U.S. CANDY MARKET: END USE ESTIMATES & TREND ANALYSIS

- 5.1 U.S. Candy Market: End Use Movement Analysis
- 5.2 Super Markets/Hyper Markets
 - 5.2.1 Super markets/hyper markets, 2014 - 2025 (USD Billion)
- 5.3 Convenience Stores
 - 5.3.1 Convenience stores market, 2014 - 2025 (USD Billion)
- 5.4 Online Stores
 - 5.4.1 Online stores market, 2014 - 2025 (USD Billion)
- 5.5 Others
 - 5.5.1 Others market, 2014 - 2025 (USD Billion)

CHAPTER 6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 The Hershey Company
 - 6.1.1.1 Company overview
 - 6.1.1.2 Financial performance
 - 6.1.1.3 Product benchmarking
 - 6.1.1.4 Strategic initiatives
 - 6.1.2 Ferrara Candy Co.
 - 6.1.2.1 Company overview
 - 6.1.2.2 Product benchmarking
 - 6.1.2.3 Strategic initiatives
 - 6.1.3 Mars Incorporated
 - 6.1.3.1 Company overview
 - 6.1.3.2 Product benchmarking
 - 6.1.3.3 Strategic initiative
 - 6.1.4 Mondelez International Inc.

- 6.1.4.1 Company overview
- 6.1.4.2 Financial performance
- 6.1.4.3 Product benchmarking
- 6.1.4.4 Strategic initiatives
- 6.1.5 DeMet's Candy Co.
 - 6.1.5.1 Company overview
 - 6.1.5.2 Product benchmarking
 - 6.1.5.3 Strategic initiatives
- 6.1.6 Nestle SA.
 - 6.1.6.1 Company overview
 - 6.1.6.2 Financial performance
 - 6.1.6.3 Product benchmarking
 - 6.1.6.4 Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 Factors used in segment share estimation

Table 2 List of secondary data sources

List Of Figures

LIST OF FIGURES

- Fig. 1 Primary interviews, by sources
- Fig. 2 Market summary (USD Million)
- Fig. 3 Market trends & outlook
- Fig. 4 Market segmentation & scope
- Fig. 5 Market driver relevance analysis (Current & future impact)
- Fig. 6 Market restraint relevance analysis (Current & future impact)
- Fig. 7 Key opportunities prioritized, by product
- Fig. 8 Key opportunities prioritized, by end-use
- Fig. 9 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 10 Porter's five forces analysis
- Fig. 11 U.S. candy market: Company market share analysis, 2016
- Fig. 12 U.S. candy market, product outlook: Key takeaways
- Fig. 13 U.S. candy market: Product movement analysis
- Fig. 14 Chocolate candy market, 2014 - 2025 (USD Billion)
- Fig. 15 Non-chocolate candy market, 2014 - 2025 (USD Billion)
- Fig. 16 Caramel candies market, 2014 - 2025 (USD Billion)
- Fig. 17 Gummies market, 2014 - 2025 (USD Billion)
- Fig. 18 Hard candies market, 2014 - 2025 (USD Billion)
- Fig. 19 Chewing gums market, 2014 - 2025 (USD Billion)
- Fig. 20 Others market, 2014 - 2025 (USD Billion)
- Fig. 21 U.S. candy market, end use outlook: Key takeaways
- Fig. 22 U.S. candy market: End use movement analysis
- Fig. 23 Super markets/hyper markets, 2014 - 2025 (USD Billion)
- Fig. 24 Convenience stores market, 2014 - 2025 (USD Billion)
- Fig. 25 Online stores market, 2014 - 2025 (USD Billion)
- Fig. 26 Others market, 2014 - 2025 (USD Billion)

I would like to order

Product name: U.S. Candy Market Size & Share Analysis Report By Product (Chocolate, Non-Chocolate Candy), By End Use (Super Markets/Hyper Markets, Convenience Stores, Online Stores) By And Segment Forecasts, 2014 - 2025

Product link: <https://marketpublishers.com/r/UA1743844D1EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA1743844D1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970