

# Europe Confectionery Market (2016 - 2022)

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## Abstracts

Confectionery refers to a large food of items, also called as sweets. Confectionery is further divided into two broad terms: sugar and baker's confectionary. Sugar Confectionary includes candies, sweets, chewing gums, chocolate and others that have sugar as a main ingredient. Chocolate confectionaries are sometimes treated as a different category. These products are available in different flavors and floral coloring, which adds more value to its popularity among population. Baker's confectionary includes food items such as pastries, cakes, and similar food items.

Confectionery stores are in trend in many parts of the world. Confectionery is one of the categories with broadest appeal in travel retailing. Malls, airports, stations are experiencing increase in the number of consumers now-a-days. Retail channels such as discounters, grocery stores, supermarkets, hypermarkets, and convenience stores have contributed a lot in the rising demand for confectionery products. Travel retailing has provided a great opportunity to the manufactures. New brands and startup companies are also targeting travel retailing;, globally. Hence, these stores works as a global marketing tool and would provide great opportunity for the growth of confectionery market.

Lifestyles changes towards the organic food and healthy lifestyle have taken its steps in confectionery market as well. People now prefer low-sugar intake, organic milks, fair trade cocoa, and others. Additionally, demand for clean labeling has been increasing rapidly, due to the increased level of interest towards organic products. The companies are introducing existing products with new variants. The new flavors are being added on to bakery items such as egg white, milk products, food acids etc.

The market is segmented on the basis of type and Country. Based on Type, the market is segmented into Chocolate, Sugar, Fine Bakery Wares, and Others (Gums, Snack Products, Brand Ice Creams, and Raw Pastes). Chocolate market is further segmented

into White Chocolate, Milk Chocolate, and Dark Chocolate. Sugar is further segmented into Hard-Boiled Sweets, Caramels & Toffees, Medicated Confectionery, Gums & Jellies, and Others (Marshmallows, Nougat, Lollipops, and Liquor ice). Based on Country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The key players operating in the confectionery market are Mars Inc., Nestle, Mondelez International, Inc., Ferrero, Ezaki Glico Co., Ltd., Delfi Limited, Lindt & Sprüngli AG, and Lotte Group.

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