

# Latin America, Middle East & Africa (LAMEA) Confectionery Market (2016 - 2022)

<https://marketpublishers.com/r/L9D5C2E86DFEN.html>

Date: April 2017

Pages: 72

Price: US\$ 1,500.00 (Single User License)

ID: L9D5C2E86DFEN

## 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 products are popular among population, especially children. The Introduction of new products with innovation adds more votes to it. Sugared candies, flavored & fruits added chocolates, gum & mints, salty & sweet snacks are some of the new launches in confectionery market. Chocolates have become one of the most liked products. Market players are adding different varieties and flavors to the existing products to attract more and more customer, one such example is lemon flavored chocolates products, and vegetables made chocolates. Additionally, benefits related with the consumption of dark chocolates are also adding more value to its demand. Hence, this factor is expected to grow confectionery market.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, Rest of Latin America, Middle East and Africa.

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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