

# Global B2C Confectionery and Chocolate Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G2F546B2E322EN.html>

Date: July 2026

Pages: 126

Price: US\$ 3,660.00 (Single User License)

ID: G2F546B2E322EN

## Abstracts

The global B2C Confectionery and Chocolate market size is predicted to grow from US\$ 314533 million in 2025 to US\$ 402958 million in 2032; it is expected to grow at a CAGR of 3.4% from 2026 to 2032.

B2C Confectionery and Chocolate refers to consumer-facing chocolate and sweet products directly sold to individual end-users through retail channels such as supermarkets, convenience stores, online platforms, and specialty shops, including products like chocolate bars, boxed chocolates, candies, truffles, and seasonal gift assortments.

The B2C confectionery and chocolate industry chain begins with upstream cocoa bean farming, sugar production, milk powder, and flavor ingredient suppliers, followed by midstream processing companies that refine cocoa into liquor, butter, and powder and manufacture finished chocolate products through mixing, molding, enrobing, and packaging, while downstream includes distribution networks such as supermarkets, convenience stores, e-commerce platforms, specialty retail shops, and vending channels that deliver products directly to end consumers, with branding, marketing, seasonal campaigns, and product innovation connecting manufacturers and consumers to drive demand across impulse purchase, gifting, and daily consumption scenarios in global retail markets.

Global B2C confectionery and chocolate expansion projects include new chocolate manufacturing plants in Southeast Asia driven by rising consumption, capacity expansions by major brands such as Mars, Mondelez, Nestl?, and Ferrero in Europe and North America, cocoa processing facility upgrades in West Africa to secure raw material supply, sustainable cocoa sourcing and traceability programs in Latin America,

automated smart confectionery factories in China focusing on premium and functional chocolate, new bean-to-bar craft chocolate production facilities in Japan and the US, and planned investments in sugar-reduction, plant-based chocolate innovation centers to meet evolving health-conscious consumer demand worldwide.

2025 Global Market Average Gross Profit Margin: 28%.

United States market for B2C Confectionery and Chocolate is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for B2C Confectionery and Chocolate is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for B2C Confectionery and Chocolate is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key B2C Confectionery and Chocolate players cover Mars, Meiji Co., Ltd, Lotte, Hershey Company, Ferrara Candy Company, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'B2C Confectionery and Chocolate Industry Forecast' looks at past sales and reviews total world B2C Confectionery and Chocolate sales in 2025, providing a comprehensive analysis by region and market sector of projected B2C Confectionery and Chocolate sales for 2026 through 2032. With B2C Confectionery and Chocolate sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world B2C Confectionery and Chocolate industry.

This Insight Report provides a comprehensive analysis of the global B2C Confectionery and Chocolate landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on B2C Confectionery and Chocolate portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global B2C Confectionery and Chocolate market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for B2C Confectionery and Chocolate and breaks down the

forecast by Type, by Sales Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global B2C Confectionery and Chocolate.

This report presents a comprehensive overview, market shares, and growth opportunities of B2C Confectionery and Chocolate market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

Chocolate Confectionery

Sugar Confectionery

Gum Confectionery

Others

#### Segmentation by Price Range:

USD 20 per kg

#### Segmentation by Consumption Occasion Types:

Everyday Snacking

Seasonal and Festival

Gift and Premium

Functional and Health-Oriented

#### Segmentation by Sales Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail Platforms

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Mars

Meiji Co., Ltd

Lotte

Hershey Company

Ferrara Candy Company

Morinaga & Co

Ezaki Glico

See's Candies

Royce

Guittard Chocolate Company

Hsu Fu Chi

Shanghai Golden Monkey Group

Barry Callebaut

Ferrero Group

Mondelez International

Nestl?

Lindt & Spr?ngli

Pladis

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