Africa Confectionery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

https://marketpublishers.com/r/AED64EA273C5EN.html
Date: July 2024
Pages: 260
Price: US$ 4,750.00 (Single User License)
ID: AED64EA273C5EN

Abstracts

The Africa Confectionery Market size is estimated at 4.97 billion USD in 2024, and is expected to reach 7.69 billion USD by 2030, growing at a CAGR of 7.57% during the forecast period (2024-2030).

Supermarkets and convenience stores account for over 80% of the share as nationwide store chains allow broader reach and easy access to multiple brands

Supermarkets/hypermarkets have always maintained a strong lead in the sales of confectionery in the region. Chocolate is the most widely sold confection through supermarkets and hypermarkets, with a market volume share of 50.89% in 2022. Strategic positioning on the dedicated shelves for the chocolate confections influences impulse purchase behavior among potential consumers.

Shoprite Holdings, Carrefour, and Massmart Holdings Limited are some of the leading grocery store operators in the region. A nationwide network of these operators allows easy access to both local and mainstream confectionery brands. As of 2023, Massmart operated around 287 stores across nine provinces of South Africa. Also, The Carrefour Group operates in Africa via franchises in 7 countries with local partners in more than 200 stores.

Convenience stores are the second most widely preferred distribution channel for purchasing confectionery after supermarkets and hypermarkets. The volume of sales of confectionery through convenience stores is estimated to register an 18.96% volume share in 2024. The broader reach and easy access to private label brands drive the

consumer preference for traditional grocery stores over other retail channels. Snack bar sales are estimated to grow at the highest CAGR through convenience stores to reach a sales value of USD 761.98 million in 2030.

The online channel is projected to be the fastest-growing distribution channel for confectionery, with an anticipated CAGR of 6.13% in terms of value during the forecast period. The evolving role of online channels in grocery purchases is influenced by the increasing number of internet users. Internet penetration rate in Africa was 43% as of December 2021.

South Africa accounts for the largest market share due to the high consumption of chocolates, characterized by the increasing demand for premium and luxury brands

South Africa was a dominant consumer of confectionery products in Africa as of 2022. Chocolates occupied the largest share in the market, with a value share of 78.98% as of 2023. Consumer demand is mostly propelled by the increasing demand for premium and luxury brands supported by the rising average level of income in the country, which is higher than the regional average. As of 2022, the median monthly salary in South Africa was USD 1,394 against a regional average of USD 758. This factor can also be supported by the expanding profile of premium chocolates in the country by global brands, such as Lindt and Ferrero Rocher, over the past decade. For instance, in 2023, Lindt launched a range of pioneering luxury selections of crafted vegan chocolate bars in the country.

Egypt is the fastest-growing market in the region, with an anticipated CAGR of 6.61% by value during 2023-2030. Apart from domestic demand, the country receives numerous international travelers to explore its historical and cultural heritage. Chocolate and snack bars are considered useful snacking options while traveling as they provide a good amount of energy and calories to carry on with a full-day expedition. In 2023, Egypt received 11.7 million tourists, up from eight million in FY 2020-2021. In a consumer survey conducted in 2022, Galaxy, KitKat, and Cadbury brands repeatedly held the top positions for the most-liked chocolate confectionery brands in the country.

Nigeria was a significant contributor to the regional market as of 2022 due to its cocoa-producing capacities. Ondo is the country's largest producer of cocoa (the primary confectionery ingredient), producing about 80,000 tons annually.

Africa Confectionery Market Trends

Sugar confectioneries and chocolates are widely accepted confectioneries among Africans, thereby resulting in a higher per capita consumption of these products

Consumption of confectionery products is highly valued by individuals of different ages in Africa, with confectionery consumption being particularly prevalent among those aged 20 to 30. Chocolate confectionery is consumed by consumers of all ages, socio-economic groups, and both genders.

Under the confectionery section, consumers are mainly affected by brand loyalty. In Africa, Gen Z and Millennial consumers professed the highest brand loyalty among other age groups. 73% of African consumers consider themselves “loyal” to certain retailers, brands, and stores.

In 2023, confectionery products witnessed a hike in their sales. The sales growth is linked to the changing eating habits of consumers.; In 2023, under the confectionery segment, the snack bar has been gaining a significant volume of popularity as people prefer them over fried snacks.

In Africa, under the confectionery segment, chocolate is a popular treat enjoyed by individuals; there are considerations regarding its health benefits and potential drawbacks. Chocolates will be consumed by 92% of the population in 2023.

Africa Confectionery Industry Overview

The Africa Confectionery Market is fragmented, with the top five companies occupying 39.36%. The major players in this market are Chocoladefabriken Lindt & Spr?ngli AG, Mars Incorporated, Mondel?z International Inc., Nestl? SA and Tiger Brands (sorted alphabetically).

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