

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

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Abstracts

The Europe Sugar Confectionery Market size is estimated at 14.45 billion USD in 2024, and is expected to reach 18.93 billion USD by 2030, growing at a CAGR of 4.59% during the forecast period (2024-2030).

Proximity factor helps convenience stores lead the market, projecting a growth rate of 3.84% for 2023-2024

Convenience stores are the largest channels in the European sugar confectionery market. The channel held the major share of 43.89% by value compared to all other distribution channels in 2023. The broader reach, easy access to private label brands, and the increasing expansion of these channels are the key factors driving consumer preference toward them. Among countries in Europe, the United Kingdom recorded the highest number of convenience stores, with over 47,000 stores existing in the country in 2021.

Supermarkets and hypermarkets are the second most widely preferred distribution channels after convenience stores to purchase sugar confectionery products across Europe. The segment grew by a value of 3.29% in 2023 compared to 2022. The proximity factor of these channels in the countries provides them with an added advantage of influencing the consumer's decision to purchase from a large variety of sugar confectionery products available in the market. Owing to the accessibility to a wide range of sugar confectionery brands, the sales value of sugar confectionery products in supermarkets and hypermarkets is anticipated to register a CAGR of 3.15%

during the forecast period in the region.

Online channels are the fastest-growing distribution channel through which sugar confectionery products are consumed in the region. The segment is projected to register a growth of 18.3% by value during the period 2024-2027. Consumers are likely to prefer online channels as they provide quick delivery options. The high internet penetration in the region will likely aid online channels during the forecast period. In 2022, the region had 750 million internet users, with an internet penetration rate of 89.7% of the total population.

High consumption of pastilles, gummies, and jellies led by German and UK consumers fuels market expansion

Germany and the United Kingdom are identified as the region's major markets for sugar confectionery, followed by Russia and France. Germany and the United Kingdom collectively accounted for a 38% share of the overall sugar confectionery value sales across the region in 2023. The increasing availability of different varieties of candies, lollipops, pastilles, gummies, jellies, and mints has led to their high demand, fueled by the impulsive purchase behavior of consumers. Consumer preference for convenient indulgent snacking is identified as the key market driver in the region. In 2022, 72% of German snackers consumed candy and chocolate bars on a weekly basis.

Pastilles, gummies, and jellies are the leading categories, holding a 43% value share in the overall sugar confectionery market in Germany in 2023. The surge in consumption of pastilles over the past few years may be primarily attributed to the increased consumption of medicinal or throat lozenges, a type of pastille that helps provide temporary relief from coughs and other throat problems. The availability of fruit-flavored pastilles containing ingredients such as zinc, vitamin C, and honey has also become popular among health-conscious consumers, which is further boosting the market's growth. The pastilles, jellies, and gummies market in Germany observed a growth of 3% in 2023 compared to 2022 in terms of value sales.

Turkey and Spain are identified as the fastest-growing confectionery markets in Europe. The Turkish sugar confectionery market is anticipated to expand at a CAGR of 11% in terms of value during the forecast period. The traditional popularity of sugar confectionery as gifts during religious festivals, wedding ceremonies, and celebrations fuels the market's growth in Turkey.

Europe Sugar Confectionery Market Trends

The rising impulse buying behavior, along with increasing indulgence in sweets during occasions like Christmas and other festivals, among Europeans support the market

Sugar confectionery consumption in Europe is attributed to factors like cultural celebrations and regular snacking among the population in the region. In the United Kingdom, about 58% of consumers preferred consuming snacks between meals in 2022, followed by Germany and France with 44% and 30%, respectively.

Consumers continuously scrutinize labels and contents to make sound choices about their sugar intake. Furthermore, companies are bringing more transparency, choice, and portion guidance options to consumers looking to control their sugar intake, whether they are purchasing candy for home celebrations with their family, selecting a treat to share with friends, or treating themselves.

In the region, sugar confectionery is available to consumers in the low-range to high-end premium range. In 2022, as per the annual average Consumer Price Index (CPI), the price index value of sugar, jams, syrups, and sugar confectionery items was measured at 110.1 index points in the United Kingdom.

With the rising number of health-conscious consumers in the region, there is an increasing demand for healthier alternatives to every product, even for sugar confectionery. Many are seeking products that can help them maintain healthy eating habits. As a result, consumers have been buying more items with superfood ingredients over the last couple of decades.

Europe Sugar Confectionery Industry Overview

The Europe Sugar Confectionery Market is fragmented, with the top five companies occupying 37.29%. The major players in this market are HARIBO Holding GmbH & Co. KG, Mondelez International Inc., Nestlé SA, Perfetti Van Melle BV and Ricola AG (sorted alphabetically).

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