

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

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Abstracts

The North America Confectionery Market size is estimated at 70.26 billion USD in 2024, and is expected to reach 101.76 billion USD by 2030, growing at a CAGR of 6.37% during the forecast period (2024-2030).

Supermarkets and hypermarkets account for a prominent share, followed by convenience stores, due to the broader reach and easy access to private-label brands

Supermarkets and hypermarkets are the largest channels in the North American confectionery market. The channel held the major share of 44% by value in the overall distribution channels segment for North America's confectionery sales in 2023. The proximity factor of these channels in the countries gives them an added advantage of influencing the consumer's decision to purchase among the large variety of products available in the market. The sales value of confectionery products in supermarkets and hypermarkets increased by 5% in 2023 compared to 2022, and it is anticipated to register a CAGR of 19.7% during 2023-2029 in the region. In 2023, chocolates accounted for the majority share of 51% of the value share of the total confectionery category in these channels.

Convenience stores are the second most widely preferred distribution channel after supermarkets and hypermarkets for purchasing confectionery products across North America. The segment acquired a 25% market share in terms of value in 2023. The key factors driving consumer preference for these stores are the broader reach and easy access to private-label brands and the increasing expansion of these channels. As of

January 2023, there were 150,174 convenience stores in the United States.

Online channels are the fastest-growing distribution channel through which confectionery products are consumed in the region. It is projected to register a growth of 23% 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 in the forecast period. In 2022, there were 307.2 million internet users in the United States alone.

The United States accounts for more than an 80% market share mainly due to the high consumption of chocolates, with 81% of the population preferring chocolate in 2022

By value, the North American confectionery market observed a growth of 5.29% in 2023 compared to 2021. Further growth is anticipated with the rising volume of consumers with a sweet tooth across the region. In 2023, US consumers were observed to spend an average of USD 144.90 per capita on chocolate. The United States is dominating the North American confectionery market. In 2022, 81% of the US population preferred chocolate. The average American consumed around 9.5 pounds of chocolate in 2022.

Canada is considered the second largest country, which was leading the confectionery market in North America in 2023. This is due to the availability of confectioneries in different shapes, sizes, and prices. In 2023, the average selling price of sugar confectionery (hard candy, jelly) was USD 1.25, which ranged to as high as USD 2.87. The availability of confections at varied price ranges enables customers to purchase products according to their preferences.

By volume, Mexico is the fastest-growing country in the North American confectionery market. Consumers in Mexico prefer confections as refreshments on a regular basis. In 2023, it was observed that the average consumer spending on chewing gum was 1.8 kg per person. The Rest of North America segment held the least share in the North American confectionery market in 2023. The per capita consumption of chocolate in 2022 in the Rest of North America was 3.2 kg per person.

During 2025-2029, the North American confectionery market is expected to grow at a rate of 5.58%. This is mainly due to the rising demand for premium chocolates among consumers in the North American region.

North America Confectionery Market Trends

Health consciousness and the demand for healthier alternatives have influenced the confectionery market across North America

Confectionery consumption in North America is attributed to cultural traditions and celebrations, making the consumption possible at least once a year. About 26% of Americans aged more than or equal to 2 years consumed candy, and among youth aged 2-18 years, 31% of Americans consume confectionery on any given day as of 2021.

The preference for various taste profiles associated with the emergence of innovative flavors in chocolate products is one of the major factors driving consumers' attention. Over 90% of Americans prefer a little extra in their chocolate, especially almonds.

Premium and craft chocolates continue to increase in market share and consumer recognition in the region. Premium chocolate had an audience with 67% of chocolate consumers purchasing it in 2020.

The healthfulness of a product positively influences the perception of product quality. Products with labels advertising "immune-boosting" or "mood-enhancing" benefits are popping up more frequently.

North America Confectionery Industry Overview

The North America Confectionery Market is moderately consolidated, with the top five companies occupying 44.92%. The major players in this market are Ferrero International SA, Mars Incorporated, Mondel?z International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

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