

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

<https://marketpublishers.com/r/N73BC29DD2E3EN.html>

Date: July 2024

Pages: 193

Price: US\$ 4,750.00 (Single User License)

ID: N73BC29DD2E3EN

Abstracts

The North America Sugar Confectionery Market size is estimated at 18.65 billion USD in 2024, and is expected to reach 28.45 billion USD by 2030, growing at a CAGR of 7.29% during the forecast period (2024-2030).

Supermarkets and traditional stores continue to capture a larger consumer base in the segment

The sales value of sugar confectionery through distribution channels registered a growth rate of 6.26% in 2023 compared to 2022, and it is expected to register a CAGR of 5.98% from 2022 to 2025. This is due to the high penetration of supermarkets and other traditional store formats followed by mass merchandise stores such as department stores and convenience stores. Around 1,511 million units of non-chocolate candies like chewy candy, novelty, licorice box/bag, specialty nut/coconut candy, hard sugars, and plain mints were sold in offline retail stores in the United States in 2021. The rising popularity of e-commerce and vending machines also propel the market segment.

Online retail stores are likely to be the fastest-growing segment by recording a CAGR of 7.57% during the forecast period. The e-commerce sector is growing at a faster pace than any other traditional retail channel. The main online retailers are Walmart, Amazon, Dell, Sears, Staples, Costco, and Best Buy. Many traditional retailers such as Walmart, Target, and Aldi also offer e-commerce alternatives to captivate a larger market.

Supermarkets/hypermarkets are the largest-growing segment that consumes the most sugar confectionery through off-trade retail channels. The retail sector in the region is huge, attracting international companies to adopt business models that were first established in the United States. Supermarkets are the most preferred channels to purchase sugar confectionery in the market, accounting for a significant value share of 39.03% in 2023. Supermarkets are a common sight on American streets, and most towns with more than 5,000 people have one in their vicinity.

The United States led sugar confections with the strong presence of sweet tooth consumers across the region

The North American sugar confectionery market observed a growth of 6.88% in 2022 compared to 2021. The growth was due to the rising volume of sweet tooth consumers across the region. Despite the rise in healthier eating, the rise in candies sales has been favorable over the years. Consumers across the region tend to habitually incorporate candy and sweets into their diet as post-meal treats or snacks. The average American ate (or drinks) 34 teaspoons of sugar a day, which was equal to 500+ calories in 2022. Of these, 10% of the sugar in the average person's diet comes from candy.

The United States is the largest-growing segment, holding a significant value share of 84.76% in 2022 in the North American sugar confectionery market. It is evident that people find it difficult to give up candies. That may have its roots in chemical attraction, habit (always having sweets), and nostalgia. Out of all the 50 states in the United States, Utah leads the United States in the consumption of sweets, making Utah the "sweet tooth capital" of the United States in 2022, followed by Idaho and Alaska. Around 82% of Americans participate in the Halloween candy-buying tradition.

The United States is also anticipated to be the fastest-growing channel, registering a CAGR of 5.37% during the forecast period. For Valentine's Day, Easter, Halloween, and other holidays, the majority of Americans (between 80% and 90%) purchase sugar confectionery, increasing the sales and consumption of seasonal candies. Hence, consumers embraced confectionery and candies as a kind of self-care and enjoyment, whether they found their inspiration on social media or in the grocery aisle.

North America Sugar Confectionery Market Trends

Attractive packaging formats and the wide availability of innovative flavors support the

market's growth

Since everyone appreciates a treat every so often, regardless of position or age, sugar confectionery is consumed by people from every section of society. However, sugar confectionery in North America is majorly consumed by children, teenagers, and young adults. As of 2022, Canadians consumed around 1.3 kg of sugar confectionery per capita yearly.

Consumers are seeking out brands that are made with whole ingredients due to a growing interest in the origin of the product. Consumers pay attention to clean labels and ingredients used in confectionery products like candies, mints, and gummies. Also, one of the main purchase criteria for sugar confectionery is the texture of the product.

Among confectionery, sugar confectionery products like candies and lollipops are considered cheaper than chocolate products. In 2023, the average price of candy ranged between USD 2.23 and USD 5.64. Since March 2023, raw material costs increased by 40%, followed by the costs of transport and packaging of the product.

Product marketing and advertisement play an important role in the consumption and selling of a product. Products with labels that advertise the “immune-boosting” or “herbal” antioxidant benefits are popping up more frequently.

North America Sugar Confectionery Industry Overview

The North America Sugar Confectionery Market is fragmented, with the top five companies occupying 36.08%. The major players in this market are HARIBO Holding GmbH & Co. KG, Mars Incorporated, Mondelez International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

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