

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

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Abstracts

The UK Confectionery Market size is estimated at 16.18 billion USD in 2024, and is expected to reach 22.06 billion USD by 2030, growing at a CAGR of 5.30% during the forecast period (2024-2030).

Supermarkets, hypermarkets, and convenience stores collectively account for more than 75% of the market share due to their longer opening hours and access to a wide range of confectionery brands

Convenience stores are the leading distribution channels for confectionery products in the country. The sales value of confectionery products through convenience stores increased by 4.3% in 2023 compared to the previous year. The major factor behind this growth was the ease of access and longer opening hours compared to modern stores. These factors boost the sales of confectionery products.

Supermarkets and hypermarkets are the second most widely preferred distribution channels after convenience stores. The sales value of confectionery products through supermarkets and hypermarkets registered a growth rate of 9.42% from 2021 to 2023. These retail channels have a strong position due to the wide selection of brands offered, considerable shelf space, frequent price promotions, and the rising demand for confectionery products such as chocolates, candies, sugar-free gums, snack bars, and others that are widely accessible at supermarkets and hypermarkets.

Supermarkets offer discounted prices for bulk purchases of confectioneries. Key supermarket chains, including Aldi, Tesco, Asda, Sainsbury, and Morrisons, sell 650 g

of chocolate boxes for USD 5.24, 100 g boxes for USD 1.78, and 382 g boxes for USD 4.57 in the United Kingdom. These retail channels also offer cashback and rewards when consumers buy products from their online websites.

Online retail channels are expected to grow at the highest rate during the forecast period due to factors such as convenience, discounted rates, and one-day delivery options. The sales value of confectionery products through online retail channels is anticipated to register a CAGR of 5.95% from 2023 to 2030.

UK Confectionery Market Trends

Innovation in packaging formats, coupled with the wide availability of premium confectionery products across the United Kingdom, drives sales

The consumption of confectionery products is high in individuals of different ages in the United Kingdom, with chocolate consumption being particularly prevalent among those aged 25 to 34. In 2022, it was found that an average of USD 5.2 was spent on filled chocolate bars per person per week, and USD 5.2 was spent on solid chocolate bars. In the United Kingdom, the majority of confectionery products are consumed by consumers between 25 and 45 years of age, with those aged 34 and over purchasing more candy than those aged 18 to 34. Individuals in the United Kingdom tend to enjoy confectionery products at a frequency of 3-4 times per week. Additionally, 23% purchase it as a gift for family members, and up to 33% always place it in their shopping cart when they go grocery shopping.

Under the confectionery section, consumers are mainly affected by brand loyalty. In the United Kingdom, Gen Z and Millennial consumers professed the highest brand loyalty among other age groups. About 73% of UK consumers consider themselves “loyal” to certain retailers, brands, and stores. Packaging is considered the second most important product attribute for confectionery products, which determines the likelihood of purchasing. It is observed that around 65% of consumers in the United Kingdom are attracted to innovative packaging. Popular brands, including Lindt, Mars, Ferrero, Cadbury, etc., hold the highest share in the confectionery segment. These brands have been offering their products in various formats, such as balls, bars, and circles, to expand their consumer base.

In 2023, confectionery products in 2023 witnessed a hike in their sales. The sales

growth was linked to the changing eating habits of consumers. In 2023, under the confectionery segment, snack bars gained a significant volume of popularity as people preferred them over oily snacks. On average, the Y-o-Y growth of the prices of chocolate products was valued at USD 2.34 in 2023, which was also a hike of 2.1%. The fluctuation in the price of the products was connected with the rise and fall in the prices of its raw materials, including cereals, grains, and sugar. Other factors, such as exporting and importing raw materials, also affected the prices of confectionery products. In the United Kingdom, in 2023, the average selling price of chocolate confections was USD 6.54, while that of sugar confections was USD 9.36. 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.

In the United Kingdom, under the confectionery segment, chocolate is a popular treat enjoyed by individuals. However, there are considerations regarding its health benefits and potential drawbacks. Chocolates were consumed by 92% of the UK population in 2023.

UK Confectionery Industry Overview

The UK Confectionery Market is moderately consolidated, with the top five companies occupying 45.80%. The major players in this market are Chocoladefabriken Lindt & Sprüngli AG, Ferrero International SA, Mars Incorporated, Mondelez International Inc. and Nestlé SA (sorted alphabetically).

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