

Sugar Confectionery Market Forecasts to 2032 – Global Analysis By Product (Hard-Boiled, Sweets, Toffees & Caramels, Gums & Jellies, Medicated Confectionery, Mints and Other Products), Flavor, Ingredient, Category, Packaging Type, End User and By Geography

<https://marketpublishers.com/r/SA87F564E9C4EN.html>

Date: August 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: SA87F564E9C4EN

Abstracts

According to Statistics MRC, the Global Sugar Confectionery Market is accounted for \$2.11 billion in 2025 and is expected to reach \$3.11 billion by 2032 growing at a CAGR of 5.7% during the forecast period. The term sugar candy describes a wide range of foods with a sweet flavour that are mostly manufactured with sugar or other sweeteners. Candy, chocolate, chewing gum, toffees, caramels, lollipops, mints, and boiling sweets are a few examples of these. People of all ages and cultures adore sugar candy, which is typically eaten as treats or snacks. Additionally, these items could include colourings, nuts, fruit extracts, and gelatin. Because of its broad appeal and variety, sugar confectionery, which is made using techniques like boiling, moulding, and coating, is a major player in the global snacks and sweets market.

Market Dynamics:

Driver:

Product innovation & variety

New flavours, textures, and formats are frequently introduced by brands to appeal to a wide range of age groups and tastes. Seasonal changes and limited-edition products generate buzz and encourage impulsive purchasing. Health-conscious consumers are

drawn to innovations like sugar-free or fortified candy. Additionally, innovative container designs improve the user experience and shelf attractiveness. When taken as a whole, these innovations assist brands in maintaining their competitiveness and reaching new markets.

Restraint:

Volatile raw material costs

The price of sugar, cocoa, and other essential ingredients fluctuates frequently, which raises the cost of manufacture. Candy manufacturers' profit margins are lowered by this unpredictability. Particularly smaller producers find it difficult to keep up with these growing expenses. Consequently, businesses might have to increase the cost of their products, which would impact the demand from customers. Prolonged fluctuations in the cost of raw materials also discourage market innovation and investment.

Opportunity:

Sustainable packaging and sourcing

Companies that use recyclable or biodegradable materials have a competitive advantage and increase consumer loyalty. Fair trade is supported by the ethical procurement of ingredients like sugar and cocoa, which enhances consumer trust and brand image. Additionally, it is in line with regulatory developments that support environmentally responsible activities. These sustainability programs meet the growing need for responsible consumption while lessening their negative effects on the environment.

Threat:

Commodity price spikes

Spikes in commodity prices lower manufacturers' profit margins. Because of this, businesses might have to increase the price of their products, which would decrease customer demand. Due to their inability to withstand price shocks, small and medium-sized producers face the greatest challenges. Inventory control and supply chain planning are also hampered by volatile prices. In the end, it restricts product innovation and development and produces market uncertainty.

Covid-19 Impact

The COVID-19 pandemic significantly disrupted the sugar confectionery market, primarily due to supply chain interruptions, factory shutdowns, and reduced consumer footfall in retail outlets. Lockdowns and social distancing measures led to decreased impulse purchases, particularly in convenience stores and cinemas, which are key sales channels. Moreover, shifting consumer preferences toward health-conscious choices further impacted demand for sugar-rich products. However, online sales and at-home snacking offered some relief. As restrictions eased, the market gradually recovered, driven by festive demand and innovation in packaging and flavors to attract returning consumers.

The toffees & caramels segment is expected to be the largest during the forecast period

The toffees & caramels segment is expected to account for the largest market share during the forecast period, due to its widespread consumer appeal across age groups. These products offer a rich, indulgent taste and longer shelf life, making them ideal for both retail and gifting purposes. Innovations in flavors, textures, and sugar-free variants have broadened consumer interest and boosted demand. Their affordability and easy availability through supermarkets, convenience stores, and online channels further enhance market penetration. Seasonal promotions and attractive packaging also drive repeat purchases and brand loyalty.

The organic ingredients segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the organic ingredients segment is predicted to witness the highest growth rate, due to rising consumer demand for clean-label and health-conscious products. Shoppers are increasingly seeking sweets made without synthetic additives or pesticides. This shift supports premium pricing, enhancing profit margins for manufacturers. Brands leveraging organic certifications also gain a competitive marketing advantage. As a result, the segment is driving innovation and broader product diversification in the confectionery industry.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising disposable incomes, rapid urbanization, and growing Western influence on consumer eating habits. Countries like India, China, and Japan exhibit

strong demand, driven by a young population, festive traditions, and increasing retail penetration. The market is also expanding through localized flavors and affordable price ranges. E-commerce and convenience stores play a vital role in distribution. Additionally, the rising popularity of on-the-go snacking and impulse buying is fuelling growth across both urban and semi-urban segments.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR by premiumization and innovation in natural, low-sugar, and organic offerings. Health-conscious consumers are driving demand for cleaner labels and portion-controlled packaging. Seasonal demand peaks around holidays like Halloween and Christmas, boosting short-term sales. The U.S. remains the largest market, influenced by brand loyalty and frequent product launches. Nostalgia marketing and novelty candies also contribute to market stability. Major players invest heavily in promotional activities and digital marketing to retain engagement in a competitive retail landscape.

Key players in the market

Some of the key players profiled in the Sugar Confectionery Market include Mars, Incorporated, Mondelez International, Nestlé, Ferrero Group, The Hershey Company, Perfetti Van Melle, Haribo, Lindt & Sprüngli, Tootsie Roll Industries, Lotte Confectionery, Orion Corporation, Meiji Holdings, Pladis Global, Cloetta, Ezaki Glico and Roshen Confectionery.

Key Developments:

In April 2025, Nestlé and OFI launched their largest-ever agroforestry collaboration—supporting ~25,000 farmers across Brazil, Côte d'Ivoire, and Nigeria over five years—planting 2.8 million trees across 72,000 ha. Using AI to monitor, the program aims to conserve ecosystems and cut 1.5 Mt CO₂.

In August 2024, Mars announced its \$35.9 billion cash acquisition of Kellanova, aiming to expand into global snack and cereal markets. The deal, expected to close by mid-2025, strengthens Mars's portfolio with brands like Pringles and Pop-Tarts.

In June 2024, Mondelez partnered with Saica Group to launch recyclable paper-based packaging solutions for its confectionery, biscuit, and chocolate multipacks. This aligns with its "Pack Light and Right" sustainability initiative aimed at reducing virgin plastic.

Products Covered:

Hard-Boiled Sweets

Toffees & Caramels

Gums & Jellies

Medicated Confectionery

Lollipops

Marshmallows

Fondants

Other Products

Flavors Covered:

Fruit

Mint

Chocolate

Caramel

Herbal

Mixed Flavors

Other Flavors

Ingredients Covered:

Conventional Sugar

Sugar-Free

Organic Ingredients

Functional Ingredients

Other Ingredients

Categories Covered:

Premium

Regular

Economy

Packaging Types Covered:

Boxed

Bags & Pouches

Stick Packs

Jars

End Users Covered:

Individual Consumption

Gifting

Pharmaceutical

Events & Festivals

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments

- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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