

Candy Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Sugar Candy, Chocolate Candy & Gum Candy), By Distribution Channels (Convenience Stores, Traditional Grocery Stores, Supermarkets/Hypermarkets, Online Sales Channel, Departmental Store), By Region & Competition, 2021-2031F

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Abstracts

The Global Candy Market is projected to expand from USD 80.11 Billion in 2025 to USD 102.19 Billion by 2031, reflecting a compound annual growth rate of 4.14%. This sector comprises a wide variety of confectionery items, such as sugar candies, chocolates, gums, and mints, which are primarily purchased for personal enjoyment or as gifts. Rising global disposable incomes are a foundational support for this growth, allowing consumers to spend more on non-essential treats. Furthermore, the enduring tradition of exchanging sweets during holidays and social gatherings serves as a major economic stabilizer, ensuring demand remains consistent regardless of temporary consumer trends.

However, the industry encounters significant hurdles due to fluctuating raw material costs, especially for key ingredients like sugar and cocoa, which can drastically affect production margins and final retail prices. Despite these economic stressors, the market maintains strong financial health. According to the National Confectioners Association, confectionery sales exceeded \$54 billion in 2024. This figure highlights the sector's lasting resilience and the substantial volume of consumption that continues despite ongoing supply chain difficulties.

Market Driver

Seasonal and gifting-focused consumption acts as a crucial driver for volume growth, with major holidays creating concentrated revenue spikes that underpin annual results. Manufacturers and retailers increasingly depend on these occasions to launch limited-edition products, utilizing the cultural acceptance of indulgence during festivals to mitigate price sensitivity. The importance of this calendar-driven demand is clearly demonstrated in recent spending data. According to the National Retail Federation's 'Halloween Spending 2025' forecast from October 2025, consumers were expected to spend \$3.9 billion on candy alone, emphasizing the massive financial impact of a single seasonal event and validating the strategy of extending holiday sales periods.

Additionally, continuous product innovation regarding formats, textures, and flavors serves as a secondary engine for market progress, fueling value growth even within established markets. Companies are heavily investing in research and development to address changing consumer tastes by introducing premium variants and novel combinations. This dedication to diversification is evident in the financial strategies of leading firms. According to the Ferrero Group's 'Consolidated Financial Statements for the 2023/2024 Financial Year' released in February 2025, the company raised its total capital investment by 18% to bolster product development and manufacturing. Such investment is essential for long-term growth; indeed, the National Confectioners Association's '2025 State of Treating' report from March 2025 predicts U.S. confectionery sales will surpass \$70 billion by 2029.

Market Challenge

The instability of raw material costs, specifically for critical inputs like sugar and cocoa, poses a significant threat to the financial stability and growth of the Global Candy Market. Unpredictable fluctuations in input prices place immediate strain on operating margins, compelling manufacturers to either absorb these costs or transfer them to retailers and consumers. This economic pressure often results in increased retail prices, which can reduce consumer purchase volumes and hinder market penetration, particularly in price-sensitive areas. Consequently, businesses may be forced to curtail marketing or innovation budgets to maintain profitability, thereby slowing potential growth strategies.

The severity of these supply-side pressures is highlighted by recent industrial data indicating acute shortages. According to the International Cocoa Organization, the

global cocoa market experienced a massive supply deficit of roughly 478,000 tonnes in 2024, leading to a stocks-to-grindings ratio of 27.0%, the lowest recorded in nearly fifty years. Such a substantial deficit directly increases procurement costs, creating a difficult environment where confectionery producers worldwide struggle to maintain affordable pricing structures.

Market Trends

The shift toward 'Better-For-You' (BFY) reformulations marks a structural change in the industry, driven by consumers wishing to indulge without abandoning their health objectives. Manufacturers are actively reworking core product lines to lower sugar levels and include natural sweeteners such as monk fruit or stevia, effectively blurring the boundaries between functional nutrition and traditional confectionery. This trend is vital for retaining health-conscious consumers who might otherwise leave the category. Consumer perception is evolving alongside this segment; according to the National Confectioners Association's '2025 State of Treating' report from March 2025, 62% of consumers now acknowledge the existence of better-for-you options, indicating a maturing market where clean-label and low-sugar attributes are becoming established differentiators.

Concurrently, the industry is prioritizing the integration of upcycled ingredients and sustainable packaging to satisfy strict regulatory standards and mitigate environmental impact. Companies are moving past vague commitments to implement circular economy principles, focusing on the reduction of virgin plastic and ensuring materials are ready for recovery. This operational evolution is essential for complying with global packaging mandates and maintaining brand equity among eco-conscious consumers. Major corporations are reporting measurable progress in this area. According to Mondelez International's '2024 Snacking Made Right Report' from April 2025, approximately 96% of the company's packaging is now designed to be recyclable, demonstrating a sector-wide dedication to modernizing logistics and minimizing waste footprints.

Key Market Players

Mars Inc.

Mondelez International Inc.

Nestle S.A.

Ferrero SpA

The Hershey Company

Perfetti Van Melle Holding B.V.

Wrigley Company

Haribo GmbH & Co. KG

Lindt & Sprüngli AG

Meiji Group

Report Scope

In this report, the Global Candy Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Candy Market, By Type

Sugar Candy

Chocolate Candy & Gum Candy

Candy Market, By Distribution Channels

Convenience Stores

Traditional Grocery Stores

Supermarkets/Hypermarkets

Online Sales Channel

Departmental Store

Candy Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Candy Market.

Available Customizations:

Global Candy Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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