

# **Confectionery Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Chocolate, Sugar Candy & Gum Candy), By Distribution Channel (Supermarkets/HyperMarket ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented Independent Grocery Stores, Convenience Stores/Forecourt Retailers, Departmental Store, Non-Store Retailing (Online Store)), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Confectionery Market is projected to expand from USD 233.42 Billion in 2025 to USD 325.34 Billion by 2031, registering a CAGR of 5.69%. Defined by sectors dedicated to sugar and carbohydrate-rich food products, this market includes chocolate, sugar confectionery, gum, and baked sweets. The primary factors driving this growth are increasing disposable incomes globally, which enable consumers to spend on indulgent items, and the enduring tradition of gifting sweets during festivals and social events, creating a steady revenue stream independent of changing flavor or packaging trends.

However, the industry faces a significant hurdle due to growing regulatory and consumer attention on health issues like obesity and diabetes associated with high sugar intake. This pressure compels manufacturers to undertake complex reformulation efforts and adhere to stricter labeling laws, which can raise production costs. Despite these challenges, the market shows strong financial resilience; the National Confectioners Association reported that U.S. confectionery sales exceeded \$54 billion in 2024. This figure suggests that consumer demand for traditional treats remains

strong in key markets, even amidst a generally health-conscious environment.

## Market Driver

The increasing consumer shift toward premium and artisanal products serves as a major catalyst for value creation within the industry. As shoppers become more selective, they are prioritizing quality over quantity, seeking chocolates and confectioneries with high cocoa content, superior craftsmanship, and unique flavor profiles. This trend has pushed manufacturers to raise their standards beyond mass-market formulations to provide distinct sensory experiences. Highlighting this success, Lindt & Sprüngli's 'Annual Report 2023' (March 2024) noted 10.3% organic sales growth driven largely by premium lines, prompting established brands to aggressively expand their luxury portfolios to secure higher margins.

Concurrently, the focus on sustainably sourced ingredients and ethical production is transforming supply chain strategies and corporate positioning. Modern consumers demand transparency regarding the environmental and labor conditions behind their treats, driving companies to invest heavily in responsible cocoa sourcing and deforestation-free supply chains. For instance, Nestlé's 'Creating Shared Value and Sustainability Report 2023' (March 2024) highlighted the expansion of its income accelerator to 10,000 cocoa-farming families in Côte d'Ivoire to improve livelihoods. This approach satisfies regulations and builds brand loyalty, a scale of adaptation reflected in The Hershey Company's reported consolidated net sales of \$11.16 billion for the fiscal year ending in 2023.

## Market Challenge

The growing regulatory and consumer focus on health risks linked to sugar consumption, particularly obesity and diabetes, presents a substantial obstacle to the Global Confectionery Market. This trend forces manufacturers into expensive reformulation initiatives and strict labeling compliance, directly increasing operational costs. Furthermore, heightened health awareness is reducing the frequency of indulgence among core demographics, threatening overall consumption volumes. This shift creates a dynamic where revenue growth may rely more on price inflation than on actual demand expansion, potentially masking underlying weaknesses in consumer uptake.

The impact of this challenge is visible in recent data showing a divergence between volume and revenue. According to the National Confectioners Association, unit sales in

the chocolate category dropped by 3.3 percent in 2024. This decline in volume indicates a contraction in actual consumption levels, suggesting that health-related hesitation is actively limiting market expansion. Consequently, the industry faces a scenario where volume growth is constrained by health concerns, hindering the market's ability to scale based solely on consumer demand.

## **Market Trends**

Consumer preferences are being reshaped by a desire for multi-sensory and textural product experiences, moving demand beyond simple flavor appreciation to complex oral sensations. Manufacturers are focusing on innovation in gummies, jellies, and chewy items that offer prolonged engagement, providing a type of edible entertainment that traditional melting chocolates often lack. This shift is evident in market performance; the National Confectioners Association's '2025 State of Treating' report (March 2025) noted that non-chocolate candy sales grew by 4.9% in 2024, significantly outperforming the chocolate category, which saw only a 0.4% increase during the same period.

The rise of functional and nutraceutical-infused confectionery represents a strategic shift from treating candy purely as an indulgence to viewing it as a vehicle for wellness. Brands are increasingly blurring the lines between confectionery and supplements by fortifying products with vitamins, proteins, and botanicals to attract health-conscious buyers. This "better-for-you" proposition allows consumers to justify impulse purchases by associating sweet treats with physical benefits rather than just empty calories. According to Mondelez International's 'State of Snacking' report (June 2025), 74% of global consumers now prioritize snacks that offer high-quality nutrition, highlighting the commercial viability of fortified treats that deliver functional value alongside enjoyment.

## **Key Market Players**

Mars, Incorporated

Ferrero Group

Mondelez International, Inc.

The Hershey Company

Nestle S.A.

Lindt & SprUngli AG

Meiji Holdings Co., Ltd.

Pladis Global

Perfetti Van Melle Group B.V.

Lotte Confectionery Co., Ltd.

## Report Scope

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

### Confectionery Market, By Type

Chocolate

Sugar Candy & Gum Candy

### Confectionery Market, By Distribution Channel

Supermarkets/Hypermarket

Independent Grocery Stores

Convenience Stores/Forecourt Retailers

Departmental Store

Non-Store Retailing (Online Store)

### Confectionery 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 Confectionery Market.

### **Available Customizations:**

Global Confectionery 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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