

# **Global Candy Market, By Product 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 Forecast & Opportunities, 2016-2026**

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## **Abstracts**

Global candy market is anticipated to reach over USD70 billion by the end of 2026 and grow at a CAGR of over 5% during the forecast period owing to increasing innovation in existing products and rising demand for chocolate products globally. However, rising health concerns about diseases like obesity and diabetes are somewhat inhibiting the growth of the global candy market. To tackle this situation, sugar-free and low-calorie candies are being manufactured by the companies. Major challenges faced by the industry include rising government regulations, changing end user preferences and health issues, which might hamper the growth of the market through 2026.

The global candy market can be segregated based on type, distribution channels and region. In terms of type, it is the sugar candy that dominates the global candy market and is expected to maintain its dominance during the forthcoming years as well owing to the continuous launch of innovative products as well as aggressive branding initiatives undertaken by leading market players.

While considering the distribution channels, in 2020, the departmental stores accounted for a majority share in the global candy market; however, the online sales channel is expected to increase at a rapid pace during the forecast period.

In terms of region, the global candy market is categorized into North America, South

America, Europe, Asia-Pacific and Middle East & Africa. Among these regions, North America, followed by Europe, is the major contributor based on sales generated and higher demand for candies in these regions. Sugar confectionery consumption dominates Asia-Pacific and the Middle East & Africa due to the lower product cost. Thus, Asia-Pacific region is anticipated to grow at a much faster rate during the forecast period.

The candy market has become an attractive destination for investments and several large multinational companies are entering into this market. Some of the major players operating in this market are Perfetti Van Melle Group, Mondelez International, Inc., The Hershey Company, Mars, Incorporated, Nestlé S.A., Crown Confectionery Co., Ltd., Kellogg Co., Grupo Arcor S.A., Lotte Confectionery Co., Ltd., and Meiji Holdings Co., Ltd. The global candy market is highly fragmented due to many local and international suppliers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the global candy market from 2016 to 2020.

To estimate and forecast the market size of the global candy market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the global candy market based on type, distribution channels, company, and region.

To identify the dominant region or segment in the global candy market.

To identify drivers and challenges for the global candy market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the global candy market.

To identify and analyze the profile of leading players operating in the global candy market.

To identify key sustainable strategies adopted by market players in the global candy market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels, and presence of all major players across the globe.

TechSci Research calculated the market size of the global candy market using a bottom-up approach, wherein data for various end user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, distributors, and end users related to Global Candy Market

Market research and consulting firms

Government bodies such as regulating authorities and policymakers

Organizations, forums, and alliances related to candy market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### 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:

#### Global Candy Market, By Type:

Sugar Candy

Chocolate Candy

Gum Candy

#### Global Candy Market, By Distribution Channels:

Convenience Stores

Traditional Grocery Stores

Supermarkets/Hypermarkets

Online Sales Channel

Departmental Store

#### Global Candy Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Russia

Asia-Pacific

China

Japan

India

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Qatar

South America

Brazil

Argentina

Colombia

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the global candy market.

## Available Customizations:

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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