

India Candy Market, By Type (Sugar Candy, Chocolate Candy & Gum Candy), By Organized Vs Unorganized, Competition Forecast & Opportunities, FY2016-FY2026

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Abstracts

India candy market was valued USD 1643.64 Million in value terms in FY2020 and is forecast to grow at CAGR of 15.40% in value terms to reach USD 3661.68 Million by FY2026. India candy market is witnessing consistent growth, owing to increasing disposable incomes bringing brand consciousness and inclination towards imported products, and growing organised retail and e-commerce channels along with robust supply chain networks. Moreover, factors such as rising population, emergence of premium candy segments, and entry of foreign players are further fuelling the candy market in India.

Indians like to celebrate festivals by gifting sweets. Moreover, today's generation prefer candies as an alternative and they start relishing it at a pretty young age. While the West may be more calorie conscious, the Indian kids start off by indulging in all sorts of sugar boiled candies. No wonder, the candy industry is one of the synchronized and well-developed sectors among other sectors in the country. Post 2008 recession, the candy production has experienced rapid growth, on account of continuously changing lifestyle and economical development in the country. Today, India has become an attractive destination for investments and several large multinational companies are entering the market. This has resulted in gradual transformation of a commodity market into a branded products market, being dominated by multinational companies.

India candy market can be segregated based on type, organized vs unorganized and region. The most dominant segment in the country is sugar candy, due to continuous launch of innovative products supported by aggressive branding. The adoption of

premium chocolate candies as gifts on festivals and functions is also growing considerably in the country due to marketing and awareness of chocolate candies as a product by indulgence rather than impulse product. India candy market has also been segmented into organized and unorganized sector. In FY2026, organized sector accounted for a majority share in India candy market; however, the unorganized sector is expected to decline during the forecast period.

Perfetti Van Melle India Private Limited, Parle Products Private Limited, ITC Limited, Mondelez India Foods Private Limited, Nestle India Limited, DS Group Private Limited, Mars International India Private Limited, Lotte India Corporation Limited, Hershey India Private Limited, and Ravalgaon Sugar Farm Limited are some of the companies operating in the candy market of India.

Years considered for this report:

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022–FY2026

Objective of the Study:

To analyze and estimate the market size of India candy market from FY2016 to FY2019.

To estimate and forecast the market size of India candy market from FY2020 to FY2026 and growth rate until FY2026.

To classify and forecast India candy market based on by type, by organized vs unorganized, company and region.

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

To identify drivers and challenges for India candy market.

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

To conduct pricing analysis for India candy market.

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

To identify key sustainable strategies adopted by market players in India 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 country. 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 could 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 country.

TechSci Research calculated the market size of India 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 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

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to candy

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, India candy market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Candy Market, By Type

Sugar Candy

Chocolate Candy

Gum Candy

India Candy Market, By Organized Vs. Unorganized:

Organized

Unorganized

India Candy Market, By Region:

North

East

West

South

Competitive Landscape

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

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

India Candy Market, By Type (Sugar Candy, Chocolate Candy & Gum Candy), By Organized Vs Unorganized, Competiti...

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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- 2.Parle Products Private Limited
- 3.ITC Limited
- 4.Mondelez India Foods Private Limited
- 5.Nestle India Limited
- 6.DS Group Private Limited
- 7.Mars International India Private Limited
- 8.Lotte India Corporation Limited
- 9.Hershey India Private Limited
- 10.Ravalgaon Sugar Farm Limited

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