

Saudi Arabia Confectionery Market Segmented, By Product Type (Gum, Jellies, Caramel & Toffees, Mint, Others), By Nature (Organic, Regular), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Saudi Arabia Confectionery Market was valued at USD 1.74 Billion in 2024 and is projected to reach USD 2.53 Billion by 2030, registering a CAGR of 6.44% during the forecast period. The market is experiencing consistent growth driven by a youthful population with a strong affinity for sweet treats, especially chocolates, candies, and gums. Increasing urbanization, rising disposable incomes, and a preference for indulgent snacking have all contributed to expanding consumer demand. Evolving tastes and growing interest in premium, innovative, and conveniently packaged confectionery items have further accelerated market momentum. Additionally, the influx of Western cultural influences and expanding tourism have enhanced the availability of international brands. Aggressive marketing campaigns by key players are boosting product visibility, helping to drive deeper consumer engagement and overall market expansion across urban centers in the Kingdom.

Key Market Drivers

Urbanization & Modern Retail Growth

Urbanization and the growth of modern retail are central to the expansion of the

confectionery sector in Saudi Arabia. As of 2023, retail sales in the country were estimated at USD 126.1 billion, highlighting the robust development of the retail sector. With nearly 85% of the population residing in urban hubs such as Riyadh, Jeddah, and Dammam, the demand for readily accessible confectionery products has surged. The increasing footprint of supermarkets, hypermarkets, and convenience stores is ensuring a wide distribution network for confections. Furthermore, the growing influence of e-commerce platforms is providing consumers with easy access to a broader range of sweet treats, often accompanied by home delivery services. These developments align with the objectives of Vision 2030 to modernize infrastructure and diversify the economy, collectively fostering a dynamic environment for the confectionery industry to thrive.

Key Market Challenges

Regulatory Compliance

Complying with regulatory standards remains a notable challenge in the Saudi confectionery market. The Saudi Food and Drug Authority (SFDA) enforces strict guidelines related to ingredient transparency, nutritional labeling, shelf-life disclosure, and halal certification. For manufacturers, especially small and mid-sized businesses, adhering to these regulations can increase operational complexity and costs. Frequent updates to compliance standards require continual changes in packaging, ingredient sourcing, and quality control processes. Moreover, navigating customs and import protocols adds another layer of complexity for international brands entering the market. While these regulations play an important role in consumer protection, they can slow down product rollouts and increase the cost of market entry, making it especially difficult for new or niche players to establish a foothold.

Key Market Trends

Increased Focus on Sustainable Packaging

Sustainability is becoming a central theme in the Saudi confectionery market, with a growing emphasis on eco-friendly packaging solutions. As environmental awareness among consumers rises, demand is shifting toward products that utilize recyclable, biodegradable, or plant-based materials. According to recent research, 70% of consumers consider packaging made from plant-based materials as relevant to their purchasing decisions. In response, confectionery companies are transitioning away from plastic and investing in paper, cardboard, and alternative biodegradable materials.

Government-led initiatives to reduce carbon footprints and promote circular economies are further encouraging this shift. Innovations such as edible and seaweed-based packaging are also gaining momentum, offering companies a competitive edge by appealing to the environmentally conscious segment of the market. This trend is not only in line with global sustainability targets but also reflects a broader change in consumer expectations.

Key Market Players

Mars, Incorporated

Nestlé Middle East FZE

Bateel International LLC

The Hershey Company

Ferrero International S.A.

Meiji Holdings Co., Ltd

Mondelēz International Inc.

Fujiya Co., Ltd

Lotte Co., Ltd

Barry Callebaut

Report Scope:

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

Saudi Arabia Confectionery Market, By Product Type:

Gum

Jellies

Caramel & Toffees

Mint

Others

Saudi Arabia Confectionery Market, By Nature:

Organic

Regular

Saudi Arabia Confectionery Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

Saudi Arabia Confectionery Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Saudi Arabia Confectionery Market Segmented, By Product Type (Gum, Jellies, Caramel & Toffees, Mint, Others),...

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Confectionery Market.

Available Customizations:

Saudi Arabia 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. SAUDI ARABIA CONFECTIONERY MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Gum, Jellies, Caramel & Toffees, Mint, Others)

5.2.2. By Nature (Organic, Regular)

5.2.3. By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. SAUDI ARABIA GUM CONFECTIONERY MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Nature

6.2.2. By Distribution Channel

7. SAUDI ARABIA JELLIES CONFECTIONERY MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Nature

7.2.2. By Distribution Channel

8. SAUDI ARABIA CARAMEL & TOFFEES CONFECTIONERY MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Nature

8.2.2. By Distribution Channel

9. SAUDI ARABIA MINT CONFECTIONERY MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Nature

9.2.2. By Distribution Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. PORTERS FIVE FORCES ANALYSIS

12.1. Competition in the Industry

12.2. Potential of New Entrants

12.3. Power of Suppliers

12.4. Power of Customers

12.5. Threat of Substitute Products

13. SAUDI ARABIA ECONOMIC PROFILE

14. POLICY & REGULATORY LANDSCAPE

15. COMPETITIVE LANDSCAPE

15.1. Company Profiles

15.1.1. Mars, Incorporated

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Nestl? Middle East FZE

15.1.3. Bateel International LLC

15.1.4. The Hershey Company

15.1.5. FERRERO INTERNATIONAL S.A.

15.1.6. Meiji Holdings Co., Ltd

15.1.7. Mondel?z International Inc.,

15.1.8. Fujiya Co., Ltd

15.1.9. Lotte Co., Ltd

15.1.10. Barry Callebaut

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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