

# **Sugar Confectionery Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type (Gum, Jellies, Caramel & Toffees, Mints, Others), By Nature (Organic, Regular), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/SBF2D03ABBA3EN.html>

Date: May 2026

Pages: 177

Price: US\$ 4,500.00 (Single User License)

ID: SBF2D03ABBA3EN

## **Abstracts**

The global sugar confectionery market is projected to expand from USD 2.18 billion in 2025 to USD 2.78 billion by 2031, demonstrating a compound annual growth rate of 4.14%. This segment includes a wide array of sugar-based sweets like hard boiled candies, gummies, jellies, marshmallows, and medicated lozenges, distinct from chocolate products. Key factors fueling this growth include the ingrained cultural practice of gift-giving during holidays, increasing disposable incomes in developing economies, and ongoing innovation in flavors and textures that keeps consumers engaged. The robust economic impact of this sector is underscored by the U.S. non-chocolate candy segment's \$21.7 billion in sales in the year prior to 2025, as reported by the National Confectioners Association. However, the market's expansion faces a notable impediment: the escalating volatility of raw material expenses, especially for sugar and other vital additives. These fluctuating commodity prices, often caused by supply chain disruptions and environmental influences, introduce pricing instability. Such instability compresses manufacturer margins and often compels price adjustments, which can subsequently curb consumer demand, particularly in regions sensitive to price changes.

## **Market Driver**

A key driver for market growth is the strong seasonal demand for confectionery, particularly for gifting and festive events, which generates consistent revenue peaks for producers. Retailers capitalize on occasions like Halloween, Easter, and winter holidays by offering limited-edition packaging and themed items, thereby encouraging larger purchases and impulse buys. This pattern of consumption is deeply rooted in consumer engagement with established traditions; for example, the National Retail Federation's September 2024 'Halloween Spending 2024' forecast projected consumer spending on Halloween candy to reach \$3.5 billion. These concentrated periods of demand fundamentally anchor annual sales, leading companies to closely align their production and marketing efforts with these calendar events to optimize distribution volume. Another significant impetus for the sector is continuous innovation in new flavors, textures, and formats, especially as consumers increasingly favor experiential edibles such as gummies, sours, and chews. Manufacturers are actively expanding their product ranges with unique fruit profiles and diverse texture combinations to keep younger consumers engaged, who often prioritize novelty over conventional hard candies. This deliberate emphasis on product evolution has led to noticeable segment growth; according to the National Confectioners Association's March 2025 '2025 State of Treating' report, non-chocolate candy sales rose by 4.9% in 2024, surpassing the growth rate of the chocolate category. The effectiveness of such extensive portfolio management is evident among industry leaders; for instance, the Ferrero Group reported a consolidated turnover of 18.4 billion Euros for the prior financial year in 2025, demonstrating the financial strength of major players.

## **Market Challenge**

The escalating volatility of raw material costs, particularly for sugar and crucial additives, represents a significant impediment to the growth of the global sugar confectionery market. This unstable environment poses financial difficulties for manufacturers striving to uphold steady profit margins amidst unpredictable input expenditures. When commodity prices fluctuate sharply due to supply chain interruptions or environmental elements, businesses are frequently compelled to implement immediate price increases. Such adjustments can adversely affect consumer purchasing habits, especially in price-sensitive emerging markets where affordability is a key factor in sales volume, thus hindering potential market expansion. The gravity of this challenge is underscored by recent market data that shows considerable fluctuations in the valuation of essential ingredients. For instance, the Food and Agriculture Organization reported that in February 2025, the Sugar Price Index reached an average of 118.5 points, indicating a substantial rise caused by supply constraints before later market corrections. Such erratic price movements for a primary ingredient

complicate inventory management and financial projections for confectionery producers. As a result, this volatility hinders manufacturers' capacity to plan for sustained long-term growth or to maintain the competitive pricing needed to attract new consumer segments.

## **Market Trends**

A significant trend transforming the market is the introduction of low-sugar and alternative sweetener product ranges, driven by consumers' growing attention to added sugars on labels. Manufacturers are substituting sucrose with plant-based alternatives such as stevia and allulose to address health considerations while still delivering indulgence. This reformulation strategy targets health-aware consumers aiming to integrate treat consumption with their wellness objectives. Despite this, a disconnect persists between consumer interest and actual purchasing behavior. The National Confectioners Association's March 2025 '2025 State of Treating' report indicates that although 62% of consumers believe better-for-you confectionery is available, only 10% frequently buy these products, highlighting a considerable opportunity for brands that can successfully meet taste expectations. Another crucial development is the adoption of eco-friendly and compostable packaging materials, as the industry faces increasing regulatory demands to curb single-use plastics. Leading companies are moving away from multi-layer plastics towards paper-based or mono-material options to ensure compatibility with existing recycling systems. This transition acts as a key brand differentiator for environmentally conscious consumers who value sustainability alongside product quality. Supporting this industry commitment, the Ferrero Group's July 2025 'Sustainability Report 2024' stated that 92.1% of its global packaging portfolio is now designed to be recyclable, reusable, or compostable.

## **Key Market Players**

Barry Callebaut

The Hershey Company

Mars, Incorporated

Ingredion Inc.

DSM-Firmenich AG

Tate & Lyle Plc

Nestle SA

Cargill, Incorporated

Ferrero International

Puratos NV/SA

## **Report Scope**

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

### Sugar Confectionery Market, By Type

Gum

Jellies

Caramel & Toffees

Mints

Others

### Sugar Confectionery Market, By Nature

Organic

Regular

### Sugar Confectionery Market, By Distribution Channel

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

## Sugar 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 Sugar Confectionery Market.

### **Available Customizations:**

Global Sugar 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. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **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/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL SUGAR CONFECTIONERY MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Gum, Jellies, Caramel & Toffees, Mints, 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 (2025)
- 5.3. Market Map

## **6. NORTH AMERICA SUGAR CONFECTIONERY MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Nature
  - 6.2.3. By Distribution Channel
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Sugar Confectionery Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Type
      - 6.3.1.2.2. By Nature
      - 6.3.1.2.3. By Distribution Channel
  - 6.3.2. Canada Sugar Confectionery Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Type
      - 6.3.2.2.2. By Nature
      - 6.3.2.2.3. By Distribution Channel
  - 6.3.3. Mexico Sugar Confectionery Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Type
      - 6.3.3.2.2. By Nature
      - 6.3.3.2.3. By Distribution Channel

## **7. EUROPE SUGAR CONFECTIONERY MARKET OUTLOOK**

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Nature
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Sugar Confectionery Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Type
      - 7.3.1.2.2. By Nature
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. France Sugar Confectionery Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Type
      - 7.3.2.2.2. By Nature
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Sugar Confectionery Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Type
      - 7.3.3.2.2. By Nature
      - 7.3.3.2.3. By Distribution Channel
  - 7.3.4. Italy Sugar Confectionery Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Type
      - 7.3.4.2.2. By Nature
      - 7.3.4.2.3. By Distribution Channel
  - 7.3.5. Spain Sugar Confectionery Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Nature
- 7.3.5.2.3. By Distribution Channel

## **8. ASIA PACIFIC SUGAR CONFECTIONERY MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Nature
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Sugar Confectionery Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Type
      - 8.3.1.2.2. By Nature
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. India Sugar Confectionery Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Type
      - 8.3.2.2.2. By Nature
      - 8.3.2.2.3. By Distribution Channel
  - 8.3.3. Japan Sugar Confectionery Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Type
      - 8.3.3.2.2. By Nature
      - 8.3.3.2.3. By Distribution Channel
  - 8.3.4. South Korea Sugar Confectionery Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Type
- 8.3.4.2.2. By Nature
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Sugar Confectionery Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Type
    - 8.3.5.2.2. By Nature
    - 8.3.5.2.3. By Distribution Channel

## **9. MIDDLE EAST & AFRICA SUGAR CONFECTIONERY MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Nature
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Sugar Confectionery Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Type
      - 9.3.1.2.2. By Nature
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. UAE Sugar Confectionery Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Type
      - 9.3.2.2.2. By Nature
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. South Africa Sugar Confectionery Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Type
- 9.3.3.2.2. By Nature
- 9.3.3.2.3. By Distribution Channel

## **10. SOUTH AMERICA SUGAR CONFECTIONERY MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type
  - 10.2.2. By Nature
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Sugar Confectionery Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Type
      - 10.3.1.2.2. By Nature
      - 10.3.1.2.3. By Distribution Channel
  - 10.3.2. Colombia Sugar Confectionery Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Type
      - 10.3.2.2.2. By Nature
      - 10.3.2.2.3. By Distribution Channel
  - 10.3.3. Argentina Sugar Confectionery Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Type
      - 10.3.3.2.2. By Nature
      - 10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers

## 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## **13. GLOBAL SUGAR CONFECTIONERY MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

### 14.3. Power of Suppliers

### 14.4. Power of Customers

### 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. Barry Callebaut

#### 15.1.1. Business Overview

#### 15.1.2. Products & Services

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. SWOT Analysis

### 15.2. The Hershey Company

### 15.3. Mars, Incorporated

### 15.4. Ingredion Inc.

### 15.5. DSM-Firmenich AG

### 15.6. Tate & Lyle Plc

### 15.7. Nestle SA

### 15.8. Cargill, Incorporated

### 15.9. Ferrero International

### 15.10. Puratos NV/SA

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Sugar Confectionery Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type (Gum, Jellies, Caramel & Toffees, Mints, Others), By Nature (Organic, Regular), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/SBF2D03ABBA3EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SBF2D03ABBA3EN.html>