

United States Candy Market By Product Type (Sugar Candy, Chocolate Candy, and Gum Candy), By Sales Channel (Supermarket/Hypermarket, Departmental Store, Convenience Store, Online, and Non-Retail), By Region, Competition, Forecast and Opportunities, 2028

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Abstracts

United States candy market is expected to expand during the forecast period and will benefit from the continuously growing development and increase in the spending capacity of US consumers, rising consumption of candies among all age groups, and rising demand for chocolate candies for various celebrations are the various factors driving the demand of candy market in the United States during the forecasted period. Additionally, the introduction of fresh chocolate candies has also boosted the United States candy market. Moreover, companies are also launching new products, which is increasing market demand for candies.

United States Candy Market Scope

Candy is a sweet kind of confectionary that is made from sugar and water, with flavors and other ingredients added. It is made by boiling until it reaches the desired concentration or starts to caramelize. Candy is available in a wide range from soft to hard and chewy to brittle. The texture of the candy is determined by the ingredients and the temperatures at which it is processed. The types of candy available in the United States market are sugar candy, chocolate candy, and gum candy. In addition, sugar candy is available in types of hard candy, lollipops, and jelly. Moreover, there are three types of chocolate candy available, which include plain chocolate, center-filled chocolate, and panned chocolate.

United States Candy Market Overview

The United States has been one of the largest consumers of candy globally. American consumers have diverse taste preferences when it comes to candy. Chocolate, in various forms like chocolate bars, chocolate-covered nuts, and chocolate truffles, has traditionally been a favorite. Gummies and sour candies have also gained popularity among younger consumers. Moreover, the candy market in the US experiences seasonal spikes in demand during certain periods, such as Halloween, Christmas, Easter, and Valentine's Day. These holidays drive significant sales and promotions within the candy market. The candy market is highly competitive, with numerous established players and many smaller, niche brands. Major multinational companies such as Mars Wrigley, Hershey's, Nestlé, and Mondelez International dominate the industry. In recent years, there has been a growing trend toward healthier eating habits. This has led to an increased demand for products with natural ingredients, reduced sugar content, and other healthier options.

According to the national confectioner association's annual State of Treating report, the sales of candy which can be chocolate, non-chocolate as well as gum and breath fresheners increased in 2022 to \$42.6 billion from \$36.9 billion in 2021. Moreover, according to the US Bureau of Labor Statistics' Consumer Price Index, the cost of candy, chewing gum, and other sweets boosted by more than 12% from January 2022 to January 2023. Thus, the sales of candies will rise in the United States during the forecast period.

United States Candy Market Drivers

The United States candy market is anticipated to grow as a result of the rising demand for candies. The market has seen growth as a result of the widespread popularity of chocolate candies, not just among children but also adults. From Halloween to Diwali and Eid, chocolate candies are a staple dessert during many celebrations. Thus, it has been determined that the rising consumption of chocolate candies for various celebrations and events will help to grow and expansion of the candy industry in the United States. Additionally, the introduction of fresh chocolate sweets has increased the demand for candies.

Moreover, continuous product innovation, including new flavors, textures, and packaging designs, keeps consumers engaged and excited about candy products. Manufacturers strive to introduce unique and innovative offerings to stand out in the

market, which will expand the market of candy in the United States during the forecast period. In addition, seasonal events such as Halloween, Christmas, Easter, Valentine's Day, and other celebrations create spikes in candy consumption. During these occasions, consumers purchase candies for gifting, sharing, or personal indulgence. Seasonal changes and weather can also influence candy consumption. For instance, warmer weather might increase the demand for ice cream and cold treats, while colder weather might boost sales of chocolates and hot cocoa-related candies. Thus, these abovementioned drivers influence consumer behavior, industry trends, and market performance and drive the United States candy market during the forecast period.

United States Candy Market Trends

The candy market in the United States is constantly evolving, and new trends are emerging continuously. As the same candy items that sold well in 2022, which include chocolates of all sorts, gummies, jellies, hard candy, and licorice will ring registers in 2023. And of course, new products will always generate consumer interest in the United States. The non-chocolate candies are gaining popularity among convenience store shoppers. For instance, according to research in the year 2022, consumers are preferring more non-chocolate candy than ever, and the demand for non-chocolate chewy candy has also risen by around 14%.

Moreover, consumers are tending to go for smaller portion sizes instead of big bars, perhaps for health-conscious reasons.

At the same time, consumers might go for chocolate that contains nuts because the nuts may displace some of the total chocolate and sugar. Sugar-free chocolate sales and better-for-you candy sales have also been on the rise. In addition, with an increasing focus on health and wellness, consumers were seeking candies with better-for-you ingredients. Candy manufacturers were responding to this demand by offering products with reduced sugar content, natural ingredients, organic options, and even functional ingredients, such as vitamins and minerals. For instance, Chocxo, the organic chocolate brand that is naturally low in real sugar, has introduced its dark milk chocolate toffee, almond, & sea salt snaps in the 2022 Sweets & Snacks Expo. Thus, with the new trends the United States candy market will expand during the forecast period.

United States Candy Market Challenges

the main challenge faced by the United States candy market is the increasing awareness of health-related risks caused by excessive sugar consumption. Health-

conscious consumers are becoming more concerned about the negative effect of candies on obesity, diabetes, and other health conditions. This has led to a shift in consumer preferences toward healthier alternatives, such as low-sugar or sugar-free candies. The growing trend of healthier eating habits has given rise to a plethora of healthier snack options in the market. Nuts, seeds, dried fruits, and granola bars are some of the alternatives that have gained popularity, posing direct competition to traditional candies. Moreover, the raw materials for candies including sugar, cocoa, and other raw materials have seen fluctuations in commodity prices which can impact production costs and lead to reduced profit margins or increased prices for consumers.

Additionally, the rise of e-commerce has significantly changed consumer buying patterns. Many consumers now prefer the convenience of online shopping, which has affected traditional brick-and-mortar candy retailers. Candy manufacturers and retailers have had to adapt their distribution strategies to stay competitive in the digital landscape. Furthermore, the rise of e-commerce in the United States has significantly changed consumer buying patterns. Many consumers now prefer the convenience that online shopping offers, which has affected traditional candy retailers. Candy manufacturers and retailers have had to adapt their distribution strategies to stay competitive in the digital landscape. In addition, the United States has strict regulations when it comes to food labeling, including nutritional information and ingredient disclosures. The candy market must comply with these regulations, and any changes can pose challenges for manufacturers accordingly.

Market Opportunities

The United States candy market has several opportunities for growth and innovation during the forecast period. The growing trend of health-consciousness presents an opportunity for candy manufacturers to develop and promote healthier alternatives. This includes sugar-free candies, candies made with natural sweeteners, and products with added nutritional value, such as fortified candies with vitamins or functional ingredients.

Moreover, candy companies can diversify their product lines to cater to a broader range of consumer preferences. This can involve introducing new flavors, textures, and packaging designs to appeal to different age groups and demographics.

Market Segmentation

The United States Candy market is segmented based on product type, sales channel, by region. Based on type the market is fragmented into sugar candy, chocolate candy,

and gum candy. Based on sales channel, the market is divided into supermarkets/hypermarkets, departmental stores, convenience stores, online, and non-retail. Based on region, the market is fragmented into South, West, Midwest, and Northeast.

Company Profiles

Mars, Incorporated; The Hershey Company; Ferrara Candy Company; Mondelez International, Inc.; General Mills, Inc.; Tootsie Roll Industries, Inc.; See's Candy Shops, Inc.; Pladis North America, Inc.; Taffy Town, Inc; Taste of Nature, inc., are some of the major players in the United States Candy market.

Report Scope:

In this report, United States Candy market has been segmented into the following categories, in addition to the industry trends which have also been detailed below: Carbonated Soft Drinks, Juices, Dairy-based Beverages, Sports & Energy Drinks, Others (Tea and Coffee, Non-Alcoholic Beer, Non-Alcoholic Wine, etc.), By Sales Channel (Supermarket/Hypermarket, Departmental Store, Convenience Store, Online, Non-Retail

United States Candy Market, By Product Type:

Sugar Candy

Chocolate Candy

Gum Candy

United States Candy Market, By Sales Channel:

Supermarket/Hypermarket

Departmental Store

Convenience Store

Online,

Non Retail

United States Candy Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States 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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