

# **South & Central America Marshmallows Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Plain and Flavored), Category (Conventional and Sugar-Free), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

<https://marketpublishers.com/r/SA31690A4BC3EN.html>

Date: November 2025

Pages: 120

Price: US\$ 3,450.00 (Single User License)

ID: SA31690A4BC3EN

## **Abstracts**

The South & Central America marshmallow market is poised for significant growth, with projections indicating an increase from US\$ 170.2 million in 2024 to US\$ 277.0 million by 2031. This growth trajectory reflects a compound annual growth rate (CAGR) of 7.2% from 2025 to 2031, driven by various factors including seasonal consumption patterns and evolving consumer preferences.

## **Market Dynamics**

The marshmallow market in South & Central America is heavily influenced by cultural celebrations and seasonal festivities. Events such as Carnival, Day of the Dead, and Christmas see a spike in demand for marshmallows, particularly for unique, limited-edition flavors that resonate with local tastes. For instance, in the cooler Andean regions, cinnamon-infused marshmallows are particularly popular, especially when paired with hot chocolate, leading to increased sales during the colder months.

As consumer preferences shift, there is a growing demand for healthier alternatives to traditional marshmallows. Products that are gelatin-free and low in sugar are gaining popularity, reflecting a broader trend towards health-conscious eating. This shift is not only about health but also about sustainability and natural ingredients, which are

becoming increasingly important to consumers in the region. The market is thus characterized by a blend of nostalgic flavors and innovative, health-oriented products.

## Market Segmentation

The South & Central America marshmallow market can be segmented by type, category, and distribution channel:

**By Type:** The market is divided into Plain and Flavored marshmallows, with Flavored marshmallows holding the largest market share in 2024.

**By Category:** The market is categorized into Conventional and Sugar-Free marshmallows, where Conventional marshmallows dominate the market.

**By Distribution Channel:** The primary distribution channels include Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others, with Supermarkets and Hypermarkets capturing the largest share in 2024.

## Health Trends and Product Innovation

The rise of plant-based and allergen-free diets is reshaping the confectionery landscape, including the marshmallow segment. Traditional marshmallows, which typically contain gelatin derived from animal products, are increasingly being replaced by vegan alternatives that utilize plant-based gelling agents such as agar-agar, carrageenan, or pectin. This shift caters to a growing demographic of consumers who identify as vegan, vegetarian, or flexitarian, as well as those with food allergies or specific dietary restrictions.

The demand for vegan and allergen-free marshmallows is not just a niche market anymore; it has become a significant segment within the broader marshmallow market. Companies like Freedom Confectionery and Dandies are leading the way in offering these alternatives, which are now widely available in major retail outlets and online platforms. This trend is further supported by parents and educational institutions seeking safe snack options for children, leading to a broader acceptance and availability of allergen-free products.

## Regional Insights

The South & Central America marshmallow market is further segmented by country, with Brazil, Argentina, and the Rest of South & Central America being key players. The Rest of South & Central America held the largest market share in 2024. Countries like Peru and Colombia are emerging as significant markets due to their cultural affinity for marshmallows. In Colombia, for instance, marshmallows are popular during local festivals and family gatherings, often served with traditional desserts or hot beverages, enhancing their appeal across various age groups.

In Peru, marshmallows are versatile and are used in both traditional and modern culinary applications, making them a popular choice for snacks and desserts. This adaptability positions marshmallows as a dynamic product category that can cater to diverse consumer preferences and enhance the dessert experience.

### **Competitive Landscape**

Key players in the marshmallow market include Mondelez International Inc, Kraft Heinz, General Mills Inc, Chicago Vegan Foods, Mount Franklin Foods, ChocZero, Doumak Inc, Just Born, HARIBO, and Hammond's Candies. These companies are actively engaging in strategies such as product innovation, market expansion, and mergers and acquisitions to enhance their market presence and cater to the evolving consumer demands.

### **Conclusion**

The South & Central America marshmallow market is on a growth trajectory, driven by cultural consumption patterns, health trends, and the demand for innovative products. As consumer preferences continue to evolve towards healthier and more inclusive options, the market is expected to expand significantly, presenting numerous opportunities for manufacturers and retailers alike.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:

### **4. MARSHMALLOWS MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Porters Five Forces Analysis
  - 4.2.1 Threat of New Entrants:
  - 4.2.2 Threat of Substitutes:
  - 4.2.3 Bargaining Power of Buyers:
  - 4.2.4 Bargaining Power of Suppliers:
  - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers
  - 4.3.2 Manufacturers
  - 4.3.3 Distributors or Suppliers
  - 4.3.4 End-Use Industry
  - 4.3.5 List of Vendors in the Value Chain

### **5. SOUTH & CENTRAL AMERICA MARSHMALLOWS MARKET - KEY MARKET**

*South & Central America Marshmallows Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth...*

## **DYNAMICS**

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

## **6. MARSHMALLOWS MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

- 6.1 South & Central America Marshmallows Market Revenue (US\$ Million), 2024 - 2031
- 6.2 South & Central America Marshmallows Market Forecast and Analysis

## **7. SOUTH & CENTRAL AMERICA MARSHMALLOWS MARKET REVENUE ANALYSIS - BY TYPE**

- 7.1 Plain
  - 7.1.1 Overview
  - 7.1.2 Plain: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.2 Flavored
  - 7.2.1 Overview
  - 7.2.2 Flavored: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA MARSHMALLOWS MARKET REVENUE ANALYSIS - BY CATEGORY**

- 8.1 Conventional
  - 8.1.1 Overview
  - 8.1.2 Conventional: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 8.2 Sugar-Free
  - 8.2.1 Overview
  - 8.2.2 Sugar-Free: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA MARSHMALLOWS MARKET REVENUE**

## **ANALYSIS - BY DISTRIBUTION CHANNEL**

### 9.1 Supermarkets and Hypermarkets

#### 9.1.1 Overview

#### 9.1.2 Supermarkets and Hypermarkets: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.2 Convenience Stores

#### 9.2.1 Overview

#### 9.2.2 Convenience Stores: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.3 Online Retail

#### 9.3.1 Overview

#### 9.3.2 Online Retail: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.4 Others

#### 9.4.1 Overview

#### 9.4.2 Others: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **10. SOUTH & CENTRAL AMERICA MARSHMALLOWS MARKET - COUNTRY ANALYSIS**

### 10.1 South & Central America

#### 10.1.1 South & Central America Marshmallows Market Revenue and Forecast and Analysis - by Country

##### 10.1.1.1 South & Central America Marshmallows Market Revenue and Forecast and Analysis - by Country

##### 10.1.2.2 Brazil: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

###### 10.1.2.2.1 Brazil: South & Central America Marshmallows Market Share - by Type

###### 10.1.2.2.2 Brazil: South & Central America Marshmallows Market Share - by Category

###### 10.1.2.2.3 Brazil: South & Central America Marshmallows Market Share - by Distribution Channel

##### 10.2.3.3 Argentina: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

###### 10.2.3.3.1 Argentina: South & Central America Marshmallows Market Share - by Type

###### 10.2.3.3.2 Argentina: South & Central America Marshmallows Market Share - by

## Category

10.2.3.3.3 Argentina: South & Central America Marshmallows Market Share - by Distribution Channel

10.3.4.4 Rest of South & Central America: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.3.4.4.1 Rest of South & Central America: South & Central America Marshmallows Market Share - by Type

10.3.4.4.2 Rest of South & Central America: South & Central America Marshmallows Market Share - by Category

10.3.4.4.3 Rest of South & Central America: South & Central America Marshmallows Market Share - by Distribution Channel

## **11 COMPETITIVE LANDSCAPE**

11.1 Heat Map Analysis by Key Players

11.2 Company Positioning & Concentration

## **12 INDUSTRY LANDSCAPE**

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

12.4 Other Strategic Developments

## **13 COMPANY PROFILES**

13.1 Mondelez International Inc

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Kraft Heinz

13.2.1 Key Facts

13.2.2 Business Description

13.2.3 Products and Services

13.2.4 Financial Overview

13.2.5 SWOT Analysis

- 13.2.6 Key Developments
- 13.3 General Mills Inc
  - 13.3.1 Key Facts
  - 13.3.2 Business Description
  - 13.3.3 Products and Services
  - 13.3.4 Financial Overview
  - 13.3.5 SWOT Analysis
  - 13.3.6 Key Developments
- 13.4 Chicago Vegan Foods
  - 13.4.1 Key Facts
  - 13.4.2 Business Description
  - 13.4.3 Products and Services
  - 13.4.4 Financial Overview
  - 13.4.5 SWOT Analysis
  - 13.4.6 Key Developments
- 13.5 Mount Franklin Foods
  - 13.5.1 Key Facts
  - 13.5.2 Business Description
  - 13.5.3 Products and Services
  - 13.5.4 Financial Overview
  - 13.5.5 SWOT Analysis
  - 13.5.6 Key Developments
- 13.6 ChocZero
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 Doumak Inc
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments
- 13.8 Just Born
  - 13.8.1 Key Facts
  - 13.8.2 Business Description

- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments
- 13.9 HARIBO
  - 13.9.1 Key Facts
  - 13.9.2 Business Description
  - 13.9.3 Products and Services
  - 13.9.4 Financial Overview
  - 13.9.5 SWOT Analysis
  - 13.9.6 Key Developments
- 13.10 Hammond's Candies
  - 13.10.1 Key Facts
  - 13.10.2 Business Description
  - 13.10.3 Products and Services
  - 13.10.4 Financial Overview
  - 13.10.5 SWOT Analysis
  - 13.10.6 Key Developments

## **14. APPENDIX**

- 14.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. South & Central America Marshmallows Market Segmentation

Table 2. List of Vendors

Table 3. South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 5. South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 6. South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 7. South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 8. Brazil: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 9. Brazil: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 10. Brazil: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 11. Argentina: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. Argentina: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 13. Argentina: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 14. Rest of South & Central America: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 15. Rest of South & Central America: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 16. Rest of South & Central America: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 17. Heat Map Analysis by Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1. South & Central America Marshmallows Market Segmentation - Country

Figure 2. Porter's Analysis

Figure 3. Ecosystem: Marshmallows Market

Figure 4. South & Central America Marshmallows Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. South & Central America Marshmallows Market Revenue (US\$ Million), 2024 - 2031

Figure 7. South & Central America Marshmallows Market Share (%) - by Type, 2024 and 2031

Figure 8. Plain: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Flavored: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. South & Central America Marshmallows Market Share (%) - by Category, 2024 and 2031

Figure 11. Conventional: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Sugar-Free: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. South & Central America Marshmallows Market Share (%) - by Distribution Channel, 2024 and 2031

Figure 14. Supermarkets and Hypermarkets: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. Convenience Stores: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Online Retail: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Others: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. South & Central America Marshmallows Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 19. Brazil: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Argentina: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Rest of South & Central America: South & Central America Marshmallows Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Company Positioning & Concentration

## I would like to order

Product name: South & Central America Marshmallows Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Plain and Flavored), Category (Conventional and Sugar-Free), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

Product link: <https://marketpublishers.com/r/SA31690A4BC3EN.html>

Price: US\$ 3,450.00 (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/SA31690A4BC3EN.html>