

Hard Candies Market Size, Trends, Analysis, and Outlook By Type (Pop Rocks, Lollipop, Traditional), By Application (Supermarkets/ Hypermarkets, Convenience Stores, Specialty Stores, Online Retail, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/H3C297303D1BEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: H3C297303D1BEN

Abstracts

Global Hard Candies Market Size is valued at \$18.2 Billion in 2024 and is forecast to register a growth rate (CAGR) of 3.6% to reach \$24.2 Billion by 2032.

The hard candies market is set for growth as consumers increasingly seek nostalgic treats and unique flavor experiences. The trend towards retro and artisanal confectionery is driving demand for high-quality hard candies made from natural ingredients and innovative flavors, appealing to both older demographics and younger consumers. Additionally, the rise of seasonal and themed hard candies for celebrations and gifting occasions is further boosting the market. As manufacturers continue to explore new flavor combinations and textures, the hard candies market is well-positioned to capture the interest of a diverse consumer base, ensuring sustained growth.

Hard Candies Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Hard Candies survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Hard Candies industry.

Key market trends defining the global Hard Candies demand in 2025 and Beyond

The Hard Candies industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Hard Candies Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Hard Candies industry

Leading Hard Candies companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Hard Candies companies.

Hard Candies Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

Hard Candies Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Hard Candies industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Hard Candies Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Hard Candies Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Hard Candies market segments. Similarly, strong market demand encourages Canadian Hard Candies companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Hard Candies Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Hard Candies industry remains the major market for companies in the European Hard Candies industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Hard Candies market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Hard Candies Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Hard Candies in Asia Pacific. In particular, China, India, and South East Asian Hard Candies markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Hard Candies Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Hard Candies Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Hard Candies market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Hard Candies.

Hard Candies Company Profiles

The global Hard Candies market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Charms, Dum Dums, Ferrara Candy Company, Ferrara Candy Company, Jolly Rancher, Life Savers, MARS INC, Nestlé SA, Pop Rocks, Skittles, The Hershey Company, Tootsie Roll Inc, UHA Mikakuto

Co.,Ltd, Werthers Originals, YumEarth, Zollipops.

Recent Hard Candies Market Developments

The global Hard Candies market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Hard Candies Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Pop Rocks

Lollipop

Traditional

By Application

Supermarkets/ Hypermarkets

Convenience Stores

Specialty Stores

Online Retail

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Charms

Dum Dums

Ferrara Candy Company

Ferrara Candy Company

Jolly Rancher

Life Savers

MARS INC

Nestlé SA

Pop Rocks

Skittles

The Hershey Company

Tootsie Roll Inc

UHA Mikakuto Co.,Ltd

Werthers Originals

YumEarth

Zollipops

Formats Available: Excel, PDF, and PPT

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Traditional

Application

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Convenience Stores

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Dum Dums

Ferrara Candy Company

Ferrara Candy Company

Jolly Rancher

Life Savers

MARS INC

Nestl? SA

Pop Rocks

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