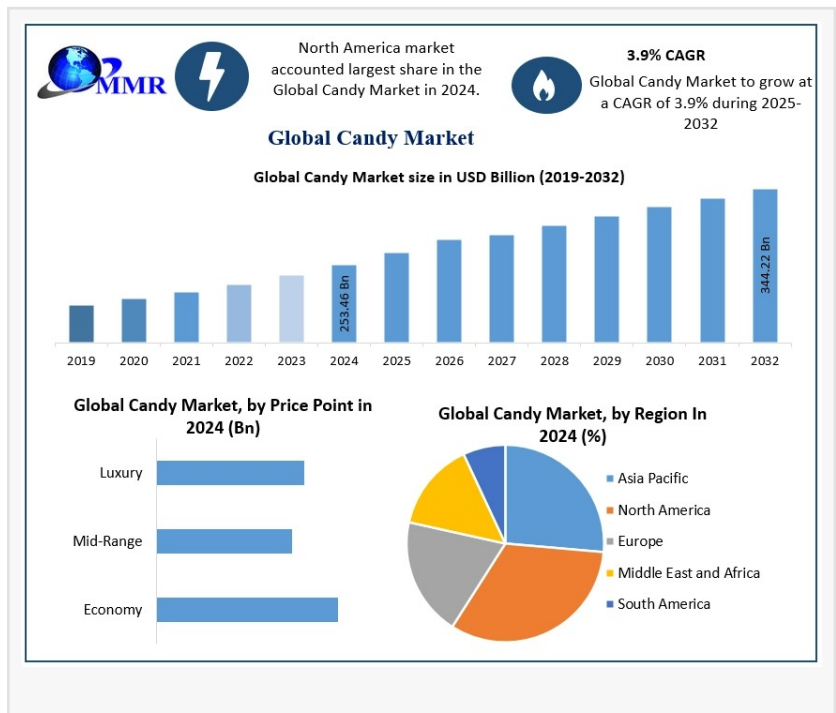


Global Candy Market Worth USD 253.46 Billion in 2024 - Trends & Growth Forecast

North America region dominated the Candy market in the year 2024 and is expected to dominate during the forecast period.

WILMINGTON, DE, UNITED STATES, October 20, 2025 /EINPresswire.com/ -- Explore the global [Candy Market](#), valued at USD 253.46 Billion in 2024, with projected growth driven by premium, artisanal, and sugar-free candy trends. Discover regional insights, key players, and emerging opportunities shaping the candy industry from 2025 to 2032.



Candy Market is undergoing a dynamic transformation, driven by evolving consumer preferences for indulgence, health, and convenience. Premium and artisanal candies are gaining popularity, with chocolate bars containing fruits and nuts witnessing a 12% surge in demand, while sugar-free and functional candies have grown 15% globally, reflecting health-conscious consumer behavior. Chocolate remains the most consumed segment, with over 70% of global consumers indulging regularly, whereas non-chocolate candies like gums, jellies, and toffees are growing 14% annually.

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"The Candy Market thrives as consumers increasingly demand innovative, premium, and healthier products that combine indulgence with wellness."

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Dharti Raut

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Distribution channels are also shifting, as e-commerce sales now account for nearly 18% of North American candy revenue, and supermarkets and hypermarkets maintain over 45% of

global distribution. Regionally, North America leads with 30% of consumption, Europe follows at 25%, and Asia-Pacific is the fastest-growing region with an 11% annual rise. Leading players such as The Hershey Company, Mars, and Nestlé continue to innovate, launching sugar-free, artisanal, and functional products to capture emerging trends.

Sweet Innovations: How Consumer Trends Are Reshaping the Candy Market

The global Candy Market is experiencing a transformative shift, driven by changing consumer preferences and innovative product offerings. Premium and artisanal candies are gaining traction, with chocolate bars containing fruits and nuts seeing a 12% rise in consumer demand in recent years. Sugar-free and functional candies are also on the rise, supported by a 15% growth in sales of health-focused confectionery globally. E-commerce platforms are becoming major distribution channels, with online candy sales accounting for nearly 18% of total confectionery revenue in North America, reflecting the increasing convenience-driven buying behavior.

However, rising raw material costs and health-conscious trends are key challenges. Cocoa prices have fluctuated by approximately 9% year-on-year, impacting production costs, while sugar-related health concerns have driven a 20% increase in demand for reduced-sugar candies. Dental health and obesity awareness are influencing consumer choices, prompting leading companies to launch low-calorie and sugar-free alternatives. Multinational firms such as The Hershey Company and Mars, Incorporated are investing heavily in product innovation, ensuring that healthier and indulgent options coexist in the market.

Navigating the Candy Market: Trends, Challenges, and Consumer Behavior

Urbanization, rising disposable incomes, and a preference for indulgent treats are fueling Candy Market growth. Chocolate remains the most consumed segment, with over 70% of global consumers reporting regular chocolate intake, while non-chocolate candies like gums, jellies, and toffees are witnessing a 14% annual growth, particularly among children and athletes. Retail channels are adapting, with supermarkets and hypermarkets holding the largest share (over 45% of distribution), while online sales continue to expand rapidly, catering to convenience-seeking buyers.

Candy Market Segments Covered		
By Type	Product	Chocolate Candy Non- Chocolate Candy Hard Boiled Candies Pastilles, Gums, Jellies Chews Toffees, Caramels and Nougat Mints Other
By Price Point		Economy Mid-Range Luxury
By Age Group		Children Adult Geriatric
By Distribution Channel		Supermarkets and Hypermarkets Convenience Stores Specialist Retailers Online Retail Others
By Region		North America- United States, Canada, and Mexico Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and the Rest of Europe Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa South America – Brazil, Argentina, Rest of South America

Yet, market dynamics are influenced by price fluctuations and evolving consumer attitudes. The adoption of organic, vegan, and clean-label ingredients is growing by nearly 11% annually, reflecting a global shift toward healthier confectionery options. Manufacturers are responding by innovating sugar-free, functional, and enriched candy products that combine indulgence with wellness benefits, ensuring that both traditional and health-conscious consumers are served effectively.

Candy Market Segments: Chocolate, Non-Chocolate, and Distribution Trends

The global Candy Market is broadly divided into chocolate and non-chocolate segments, each showing unique growth patterns. Chocolate candies, enriched with cocoa, remain the most consumed, with innovations like bars containing fruits and nuts driving a 12% increase in demand, while dark chocolate popularity rises due to its health benefits. Non-chocolate candies, including gums, jellies, toffees, and mints, are experiencing the fastest growth, with children's favorites and athlete-targeted chews witnessing a 14% annual sales surge. Distribution channels also shape market dynamics: supermarkets and hypermarkets hold over 45% market share, online retail accounts for nearly 18% of candy sales in North America, and specialty stores cater to premium and artisanal products. Seasonal promotions and festive packaging further drive consumer engagement, highlighting how segment innovation and effective distribution together fuel candy market growth globally.

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Regional Candy Market Insights: North America, Europe, and Asia-Pacific

The global Candy Market exhibits diverse growth patterns across regions. North America remains a key market, accounting for nearly 30% of global consumption, driven by high disposable incomes and strong demand for premium and sugar-free candies. Europe follows closely, with over 25% market share, where dark chocolate and artisanal products are particularly popular, supported by established retail chains and festive traditions. Asia-Pacific is emerging as the fastest-growing region, with annual candy consumption rising by approximately 11%, fueled by urbanization, increasing middle-class populations, and expanding e-commerce platforms that make a wide variety of candies accessible to younger consumers. Seasonal promotions, innovative flavors, and regional taste preferences further influence market dynamics, making these regions critical for global Candy Market growth and strategic business expansion.

Recent Developments of Candy Market

October 16, 2025 – "Juicy Drop Gummy Mystery Cubes" Nationwide Launch

Bazooka Brands accelerated the nationwide release of Juicy Drop Gummy Mystery Cubes after its debut at the 2025 Sweets & Snacks Expo. These peelable candies reveal colorful 3D animal

gummies inside and come in Original and Wild Berry packs. Online sales at Amazon and Dollar General began immediately, with Walmart, Target, and Walgreens to follow. The launch highlights a 12% surge in consumer demand for interactive and artisanal candies.

October 17, 2025 – Haribo Launches "Sour Sodas" for Halloween

Haribo introduced Sour Sodas gummies with Cherry-Cola, Lemon-Strawberry, and Peach-Blue Raspberry flavors at a Halloween pop-up event in Houston. The first 1,000 visitors received early access, with wider availability planned later. Sour candy sales have grown 14% annually, reflecting the rising popularity of tangy, novelty treats.

Candy Market Trends 2025

Health-Conscious and Functional Candies: Consumers are increasingly seeking healthier indulgences, driving a 15% growth in sugar-free, low-calorie, and functional candies in 2025. Brands are innovating with vitamins, probiotics, and natural ingredients to appeal to wellness-focused buyers.

Keywords: sugar-free candy, functional candy, low-calorie candy, healthy confectionery, Candy Market trends

Premiumization and Artisanal Innovation: The demand for gourmet and artisanal candies continues to rise, with chocolate bars containing nuts, fruits, and unique flavors seeing a 12% boost in sales. Limited-edition and seasonal offerings enhance consumer engagement.

Competitive Landscape: Leading Players Driving the Candy Market

The global Candy Market is highly competitive, dominated by multinational corporations such as The Hershey Company, Mars, Incorporated, Nestlé, Ferrero Group, and Mondelez International, which together account for a significant share of the industry. These players are leveraging innovation, premiumization, and strategic acquisitions to strengthen their market positions. For example, The Hershey Company launched over 25 new product variants in 2024, including sugar-free and functional candies, while Mars, Incorporated expanded its e-commerce distribution channels, boosting online sales by nearly 18% in North America. Emerging regional players are also gaining traction by introducing localized flavors and artisanal products to cater to health-conscious and younger consumers. Continuous investment in R&D, marketing, and distribution strategies ensures that both traditional and premium segments remain highly competitive, driving the overall growth of the global Candy Market.

Analyst Recommendation:

Industry experts recommend that candy manufacturers focus on product innovation, including sugar-free, artisanal, and functional offerings, while expanding e-commerce and premium distribution channels. By catering to health-conscious consumers and leveraging seasonal trends, companies can strengthen brand loyalty, capture emerging markets, and sustain long-term growth in the competitive global Candy Market.

FAQs of Candy Market

Which region has the largest share in the Candy Market?

North America leads the global Candy Market, accounting for nearly 30% of total consumption, driven by premium chocolate and sugar-free candy demand.

What are the key trends shaping the Candy Market?

Health-conscious functional candies, artisanal chocolate innovations, and e-commerce expansion are the major trends influencing candy industry growth.

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Who are the leading players in the global Candy Market?

Top competitors include The Hershey Company, Mars, Incorporated, Nestlé, Ferrero Group, and Mondelez International, driving product innovation and market expansion

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