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# Confectionery Market in the World 2024

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# Table of Contents

## 01 Overview

Confectionery market revenue worldwide 2019-2029, by segment	<u>03</u>
Confectionery market revenue worldwide in 2023, by country	<u>04</u>
Confectionery average revenue per capita worldwide 2019-2029, by segment	<u>05</u>
Share of global chocolate confectionery market financial year 2022/23, by region	<u>06</u>
Revenue changes of different regional chocolate confectionery markets worldwide 2024	<u>07</u>
Confectionery average price worldwide 2019-2029, by category	<u>08</u>

## 02 Global confectionery trade

Confectionery: worldwide trade values 2017-2023, by category	<u>10</u>
Bakery products: worldwide trade values 2017-2023, by category	<u>11</u>
Chocolate confectionery: worldwide imports by country 2023	<u>12</u>
Chocolate confectionery: worldwide exports by country 2023	<u>13</u>
Sugar confectionery: worldwide exports by country 2023	<u>14</u>
Sugar confectionery: worldwide imports by country 2023	<u>15</u>

## 03 Companies

Global confectionery market: leading companies 2023, based on net sales	<u>17</u>
Ferrero: turnover 2011-2023	<u>18</u>
Mondelez International's net revenue worldwide 2011-2023	<u>19</u>
Global net sales of the Hershey Company 2006-2023	<u>20</u>

Sales of Nestlé's confectionery sector worldwide 2010-2023, by segment	<u>21</u>
Global Lindt & Sprüngli sales 2010-2023	<u>22</u>
Annual revenue of Pladis Global 2017-2022	<u>23</u>
Net sales of General Mills worldwide 2014-2024	<u>24</u>
<b>04 Confectionery consumption</b>	
Confectionery consumption worldwide 2019-2029, by category	<u>26</u>
Confectionery consumption per capita worldwide 2019-2029, by category	<u>27</u>
Share of consumers that regularly eat sweets in selected countries worldwide 2024	<u>28</u>
Consumers that regularly eat sweets in countries worldwide 2024, by generation	<u>29</u>



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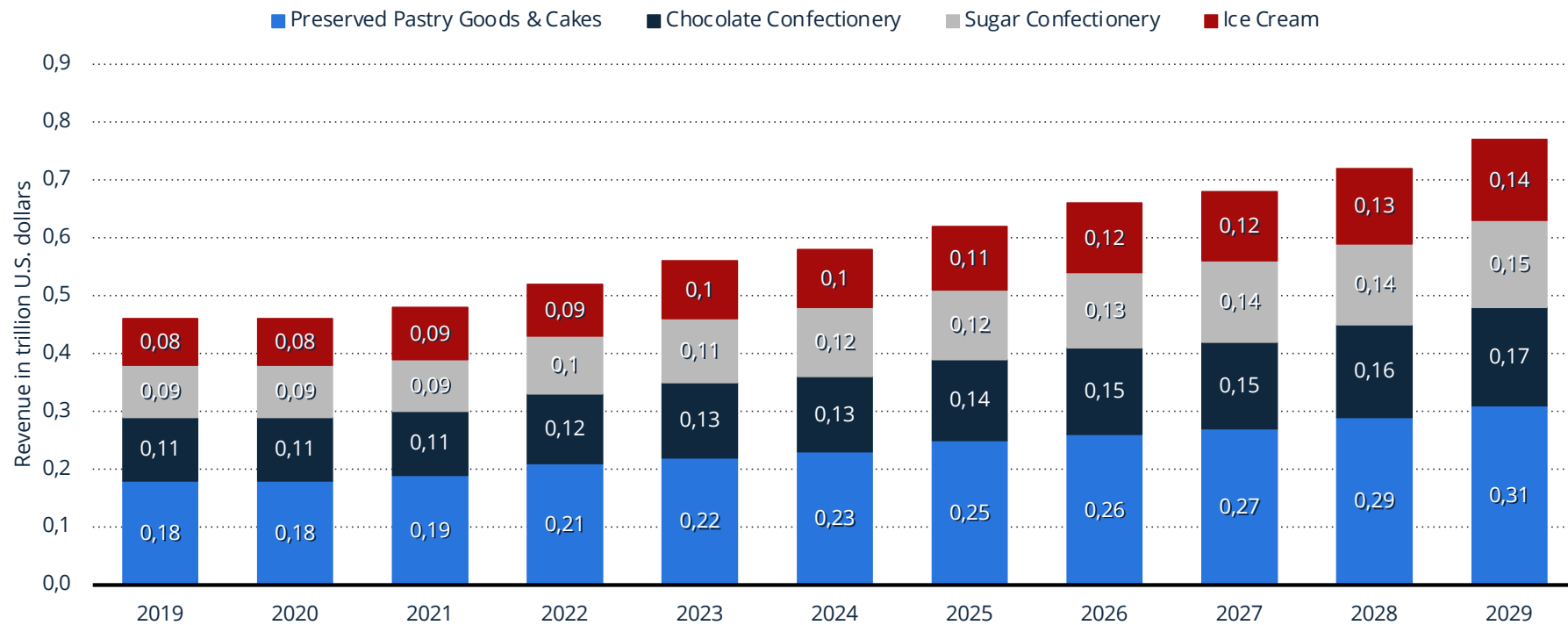


# Overview

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## Chapter 1

# Confectionery market revenue worldwide 2019-2029, by segment



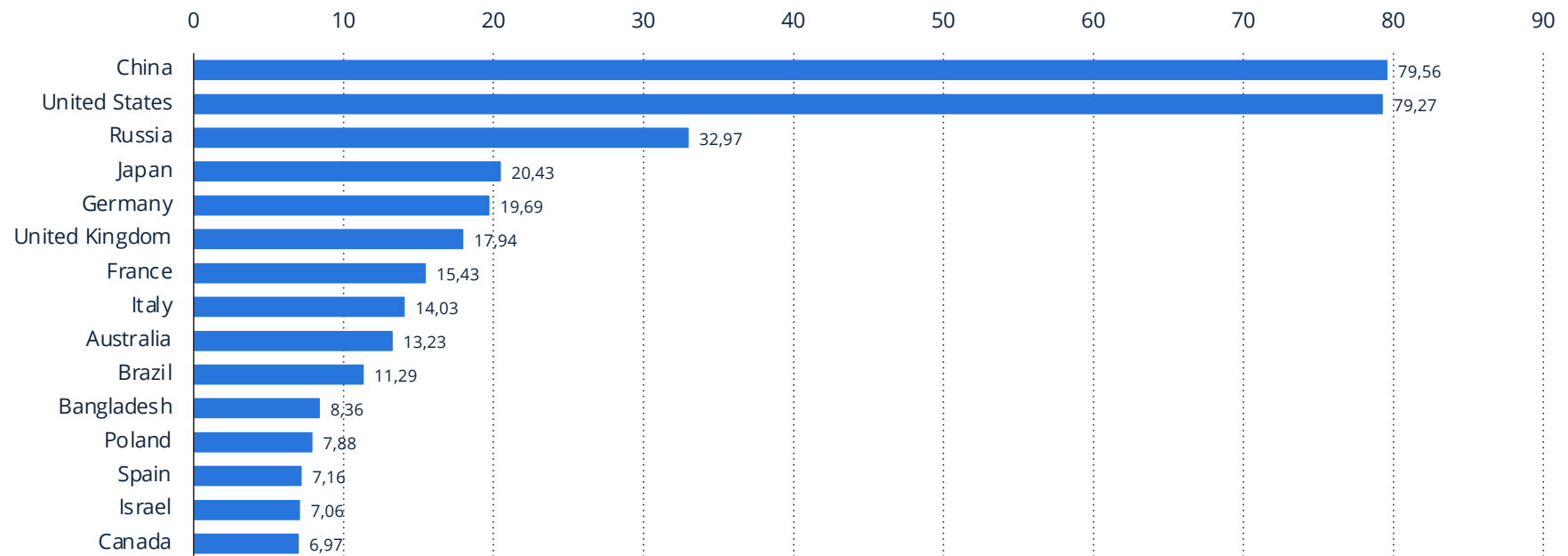
**Description:** The revenue is forecast to experience significant growth in all segments in 2029. This reflects the overall trend throughout the entire forecast period from 2019 to 2029. It is estimated that the indicator is continuously rising in all segments. In this regard, the Preserved Pastry Goods & Cakes segment achieves the highest value of 0.31 trillion U.S. dollars in 2029.

**Note(s):** Worldwide; 2019 to 2029

**Source(s):** Statista; Statista Consumer Market Insights

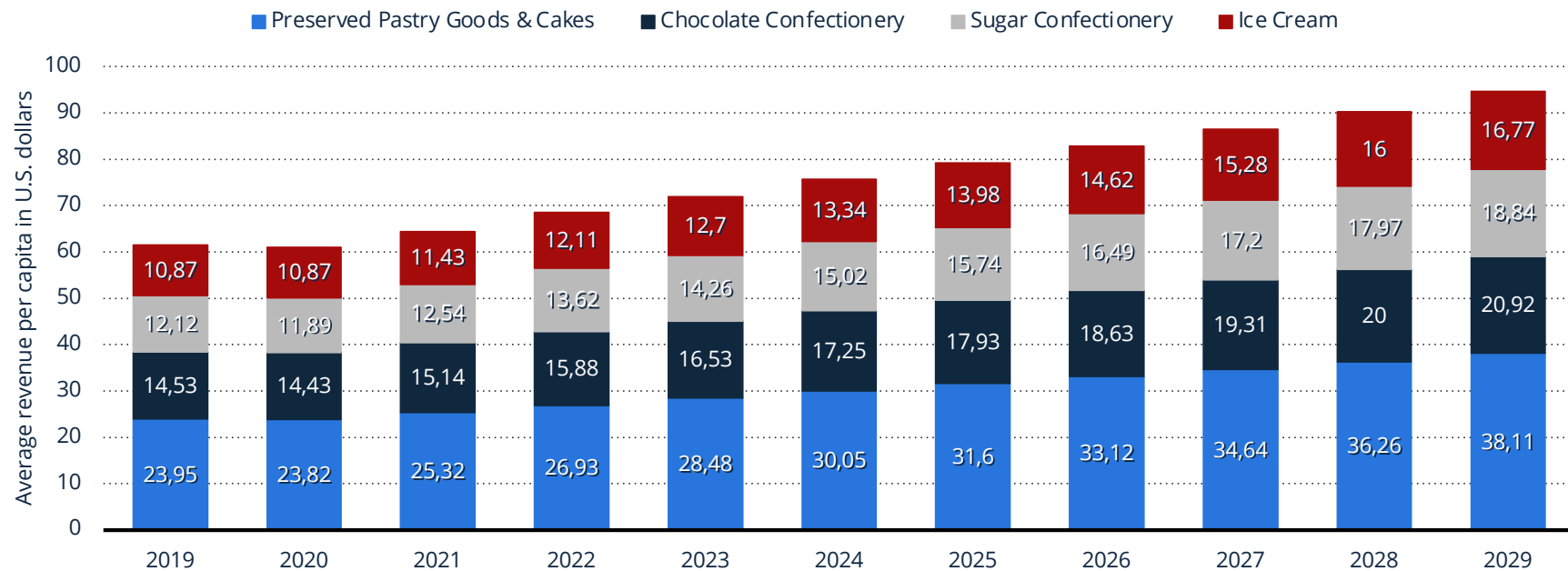
# Revenue of the confectionery market worldwide in 2023, by country (in billion U.S. dollars)

- **Description:** China is leading the ranking by revenue in the 'Confectionery' segment of the food market, recording 79.56 billion U.S. dollars. Following closely behind is the United States with 79.27 billion U.S. dollars, while Belize is trailing the ranking with 0.01 billion U.S. dollars, resulting in a difference of 79.55 billion U.S. dollars to the ranking leader, China. [Read more](#)
- **Note(s):** Worldwide; Jan 1st to Dec 31st 2023
- **Source(s):** Statista; Statista Consumer Market Insights



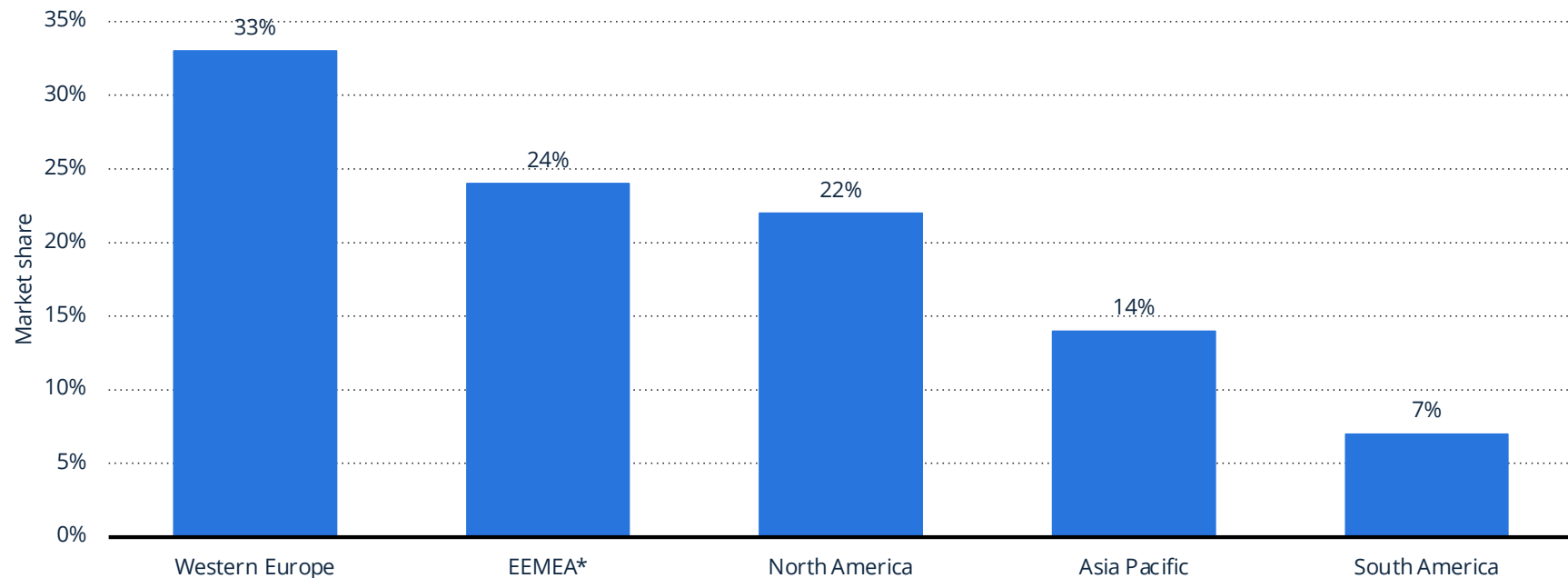
# Average revenue per-capita made with confectionery worldwide from 2019 to 2029, by segment (in U.S. dollars)

- **Description:** Over the last two observations, the average revenue per capita is forecast to significantly increase in all segments. Particularly striking is the exceptionally strong increase of the segment Preserved Pastry Goods & Cakes towards the end of the forecast period. The value amounting to 1.9 U.S. dollars stands out significantly from the average changes, which are estimated at 1.125 U.S. dollars.
- **Note(s):** Worldwide; 2019 to 2029
- **Source(s):** Statista; Statista Consumer Market Insights

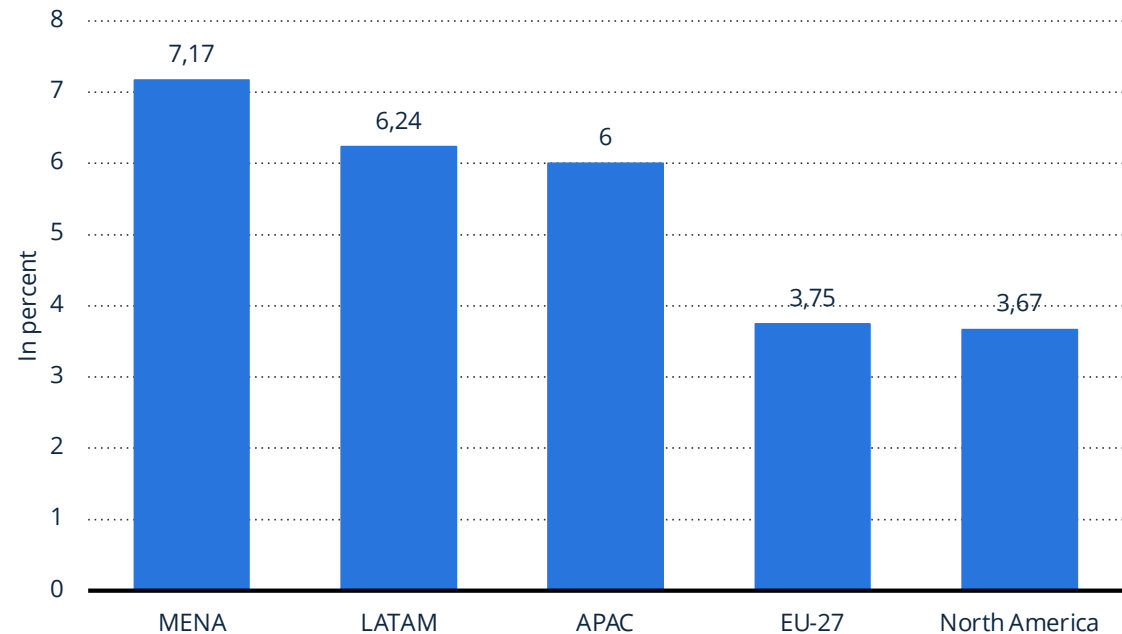


# Market share of chocolate confectionery worldwide in financial year 2022/23, by region

- **Description:** In the 2022/23 financial year, Western Europe dominated the chocolate confectionery market with a share of 33 percent, the largest share of the market worldwide. With seven percent, South America had the smallest share. [Read more](#)
  - **Note(s):** Worldwide; November 2022 to January 2023; \* EEMEA - Eastern Europe, Middle East and Africa



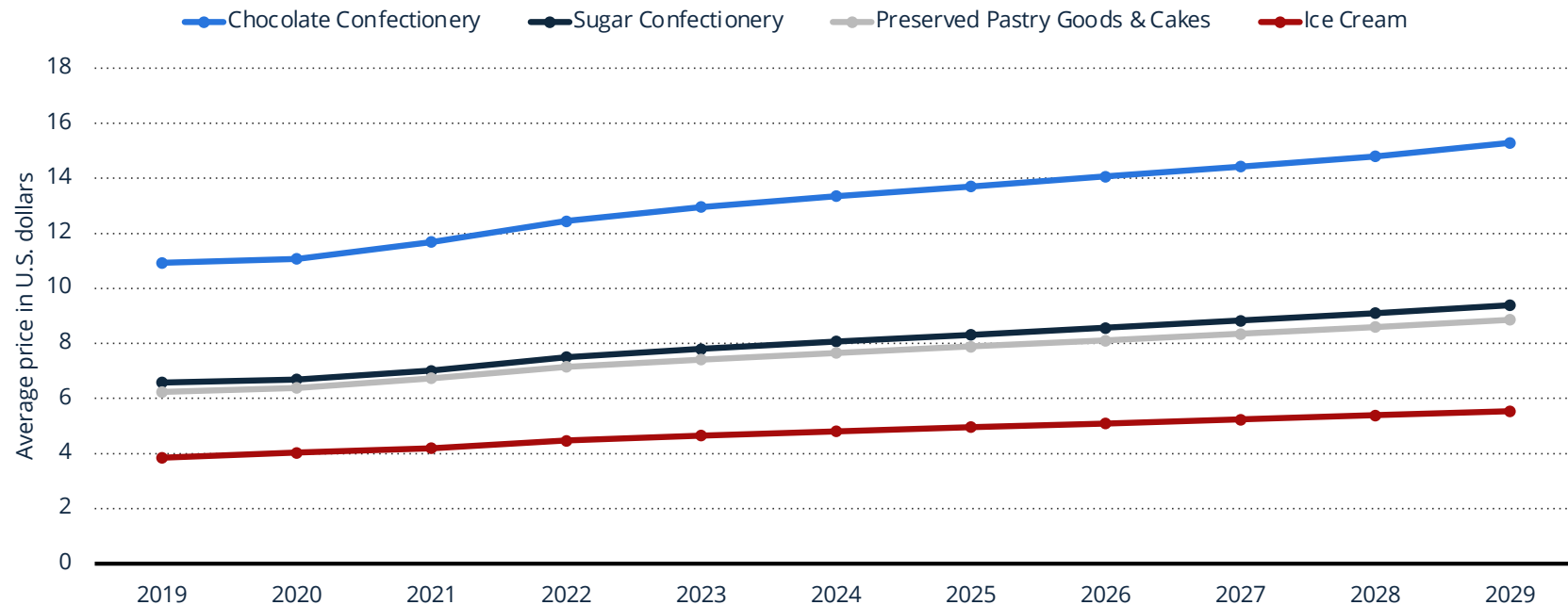
# Revenue changes of different regional chocolate confectionery markets worldwide 2024



- **Description:** From the selected regions, the ranking by revenue change in the chocolate confectionery segment of the food market is led by the MENA region with 7.17 percent and is followed by LATAM (6.24 percent). In contrast, the ranking is trailed by North America with 3.67 percent, recording a difference of 3.5 percentage points to MENA. **Source(s):** Statista



# Average price per unit of confectionery worldwide from 2019 to 2029, by category (in U.S. dollars)



**Description:** Over the last two observations, the price per unit is forecast to significantly increase in all segments. This reflects the overall trend throughout the entire forecast period from 2019 to 2029. It is estimated that the indicator is continuously rising in all segments. In this regard, the Chocolate Confectionery segment achieves the highest value of 15.29 U.S. dollars in 2029.

**Note(s):** Worldwide; 2019 to 2029

**Source(s):** Statista; Statista Consumer Market Insights



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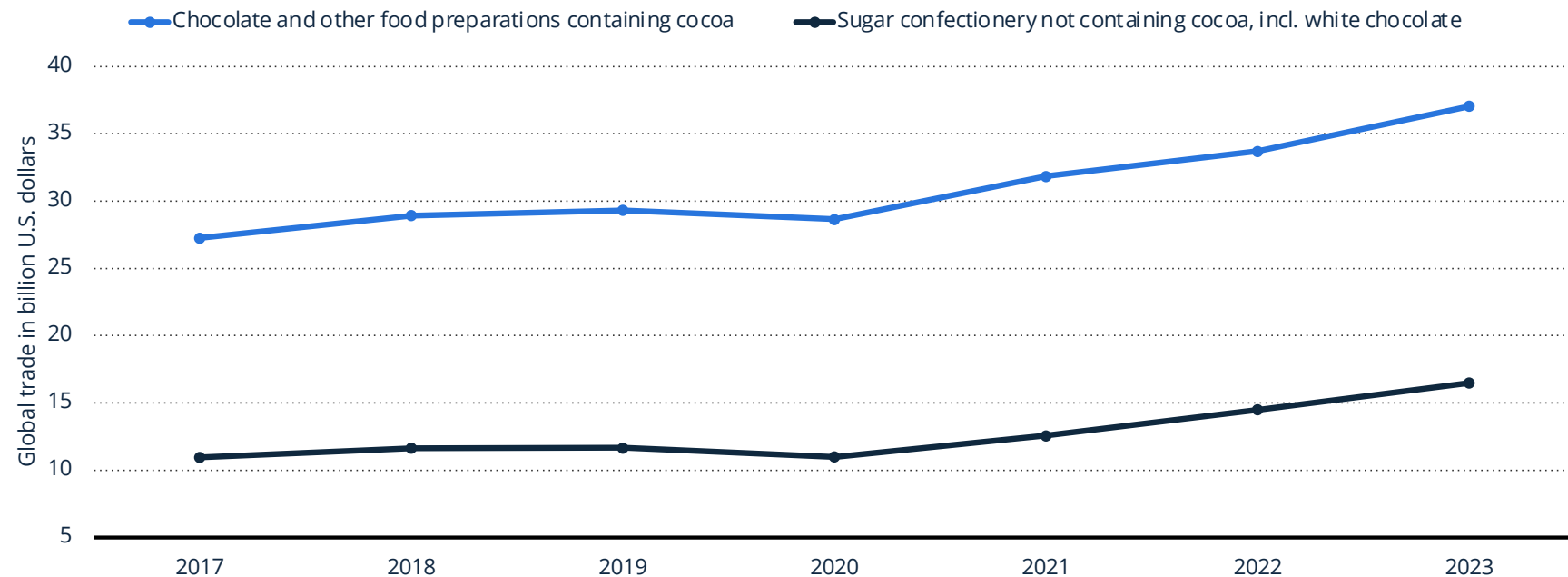


# Global Confectionery Trade

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## Chapter 2

# Value of worldwide confectionery trade from 2017 to 2023, by category (in billion U.S. dollars)



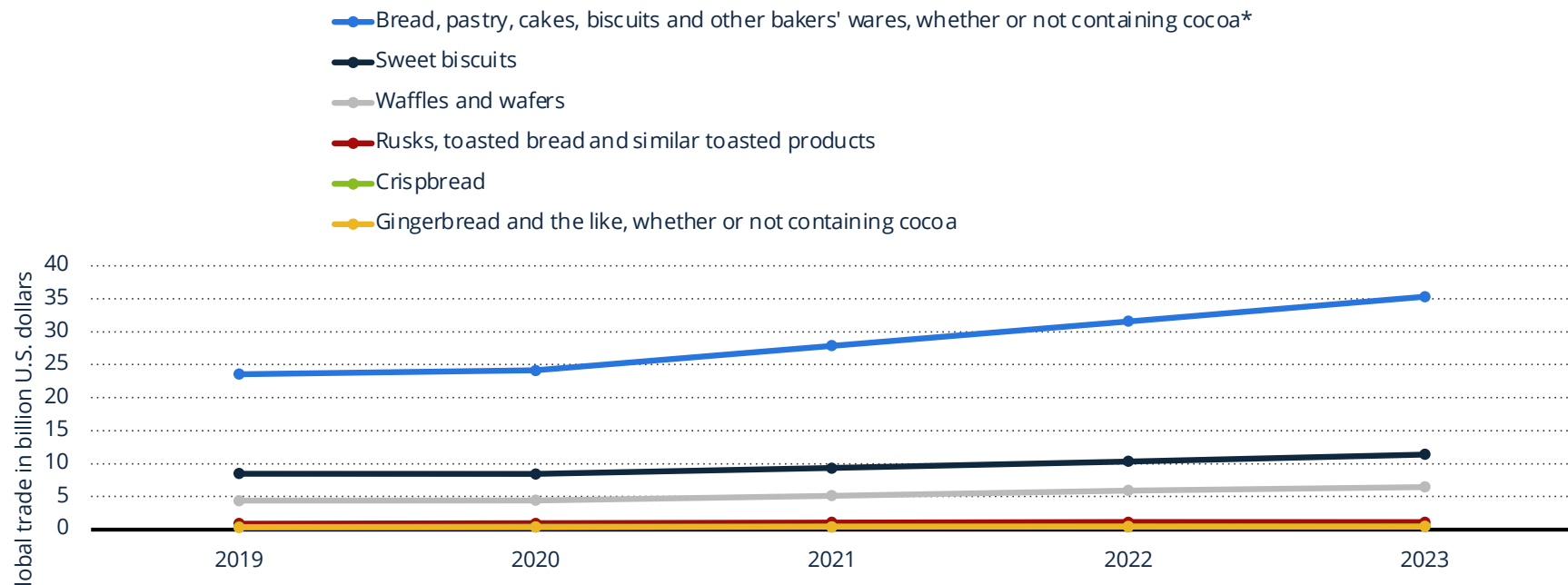
**Description:** The global trade value for both chocolate and sugar confectionery reached a total of about 53.54 billion U.S. dollars in 2023. That year saw an uptick for both major categories of a combined seven billion U.S. dollars compared to 2022. Chocolate confectionery is the by far larger category and accounts for more than twice the trade value of sugar confectionery. **Note(s):** Worldwide; 2017 to 2023; Trade is based on reported global imports

**Source(s):** International Trade Centre; UN Comtrade

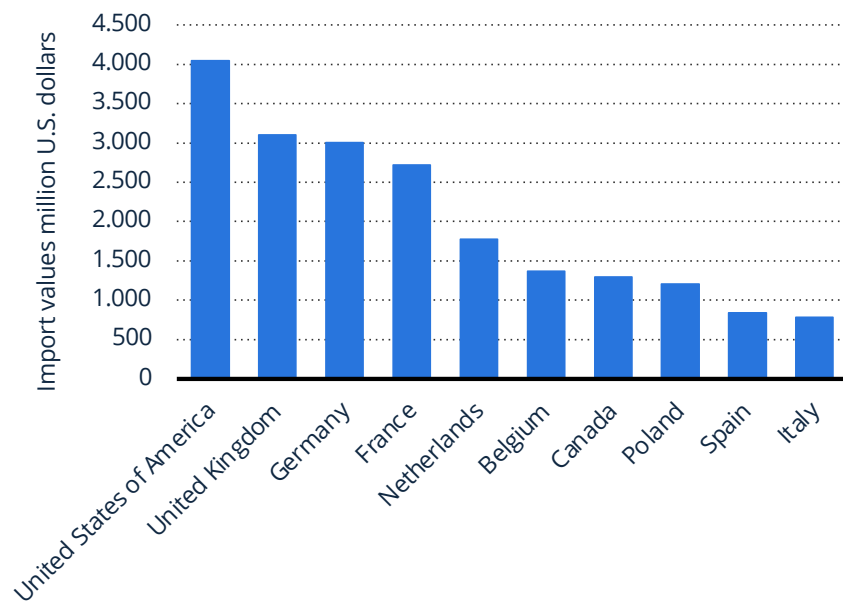
# Value of worldwide bakery product trade from 2017 to 2023, by category (in billion U.S. dollars)

- **Description:** In 2023, global trade (based on reported import values) in bread and other bakery products grew in all categories. For sweet biscuits, the global import value reached 11.38 billion U.S. dollars. It was the second-largest category that year.

- **Source(s):** International Trade Centre; UN Comtrade



## Value of worldwide chocolate confectionery and cocoa product imports in 2023, by country (in million U.S. dollars)

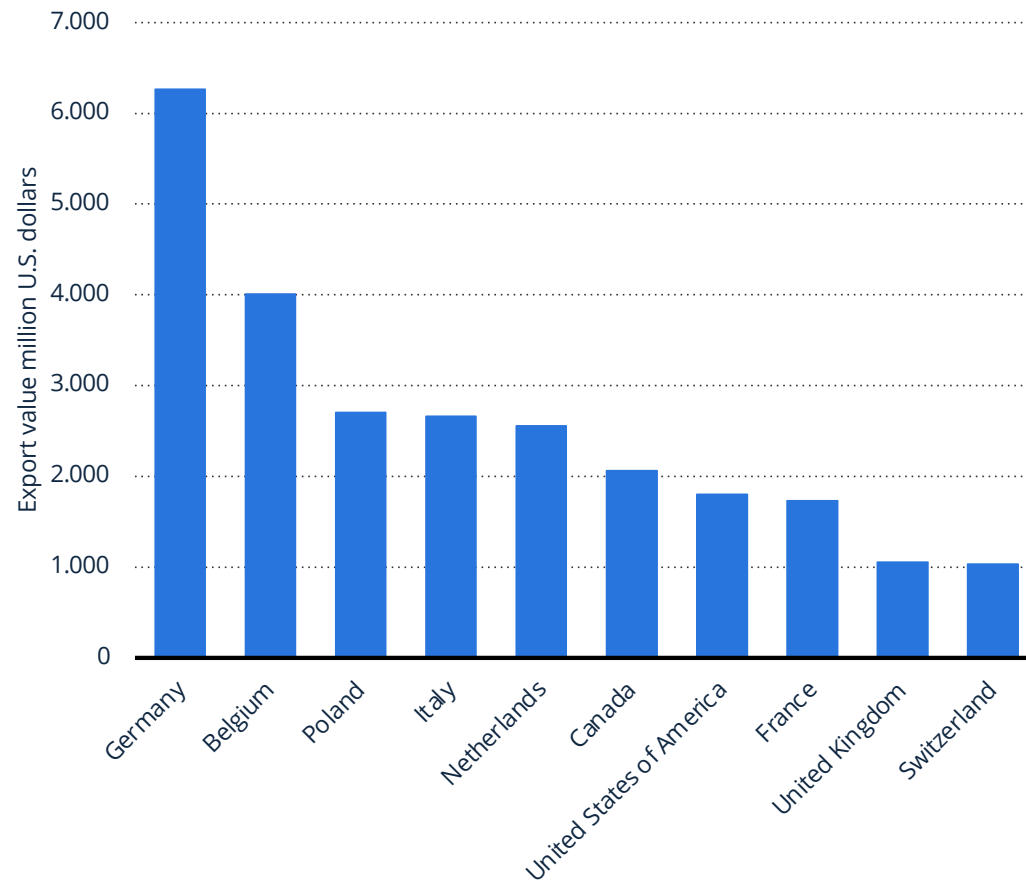


- **Description:** Among the top ten importing countries, eight imported chocolate and other food preparations containing cocoa worth over one billion U.S. dollars in 2023. The United States is by far the biggest importer of chocolate. In 2023, the U.S. imports amounted to a value of 4.05 billion U.S. dollars. The United Kingdom and Germany were the next largest importers.

- **Note(s):** Worldwide; 2023; Chocolate and other food preparations containing cocoa
- **Source(s):** International Trade Centre; UN Comtrade

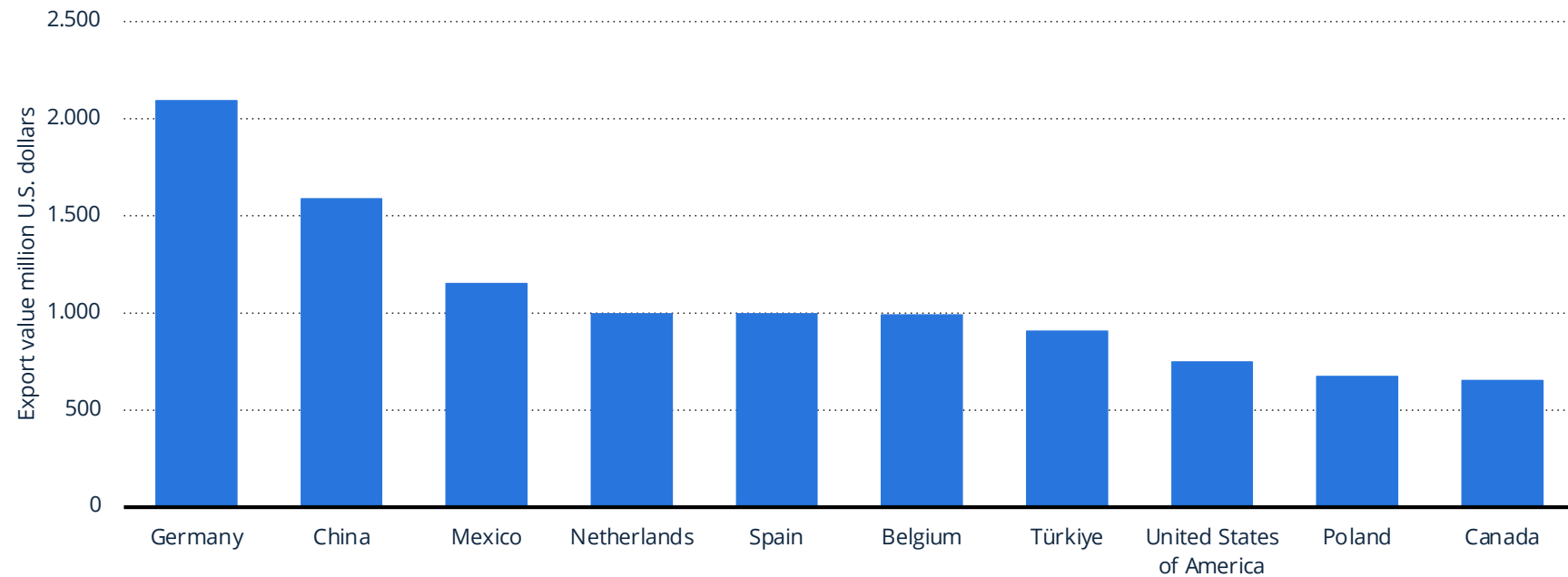
### Value of worldwide chocolate confectionery and cocoa product exports in 2023, by country (in million U.S. dollars)

- **Description:** Germany exports more chocolate confectionery and other food products containing cocoa than any other country around the globe. Germany's exports amounted to over six billion U.S. dollars in 2023. This is more than twice as much as the export values for chocolate of Italy, which ranks third, right behind Belgium. **Note(s):** Worldwide; 2023; Chocolate and other food preparations containing cocoa
- **Source(s):** International Trade Centre; UN Comtrade



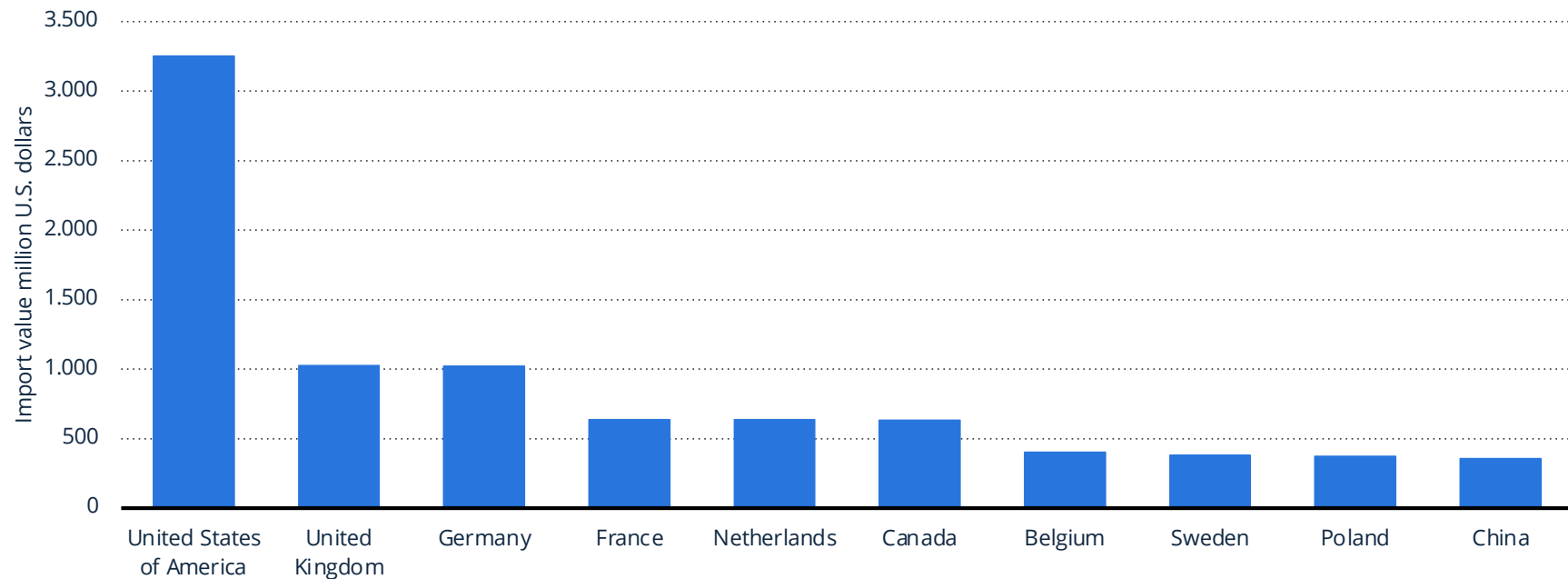
## Value of worldwide sugar confectionery exports in 2023, by country (in million U.S. dollars)

- **Description:** In 2023, exports of sugar confectionery, which did not contain cocoa, from Germany were valued at approximately 2.1 billion U.S. dollars. Only two other countries exported over a billion U.S. dollars. The second-largest exporter was China. Chinese exports reached a value of almost 1.6 billion U.S. dollars in 2023.
- **Note(s):** Worldwide; 2023; Including white chocolate not including products containing cocoa
- **Source(s):** International Trade Centre; UN Comtrade



# Value of worldwide sugar confectionery imports in 2023, by country (in million U.S. dollars)

- **Description:** In 2023, imports of sugar confectionery, which does not contain cocoa, into the United States were valued at approximately 3.25 billion U.S. dollars. German imports came to about one billion U.S. dollars.
  - **Note(s):** Worldwide; 2023; Including white chocolate not including products containing cocoa
  - **Source(s):** International Trade Centre; UN Comtrade







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# Companies

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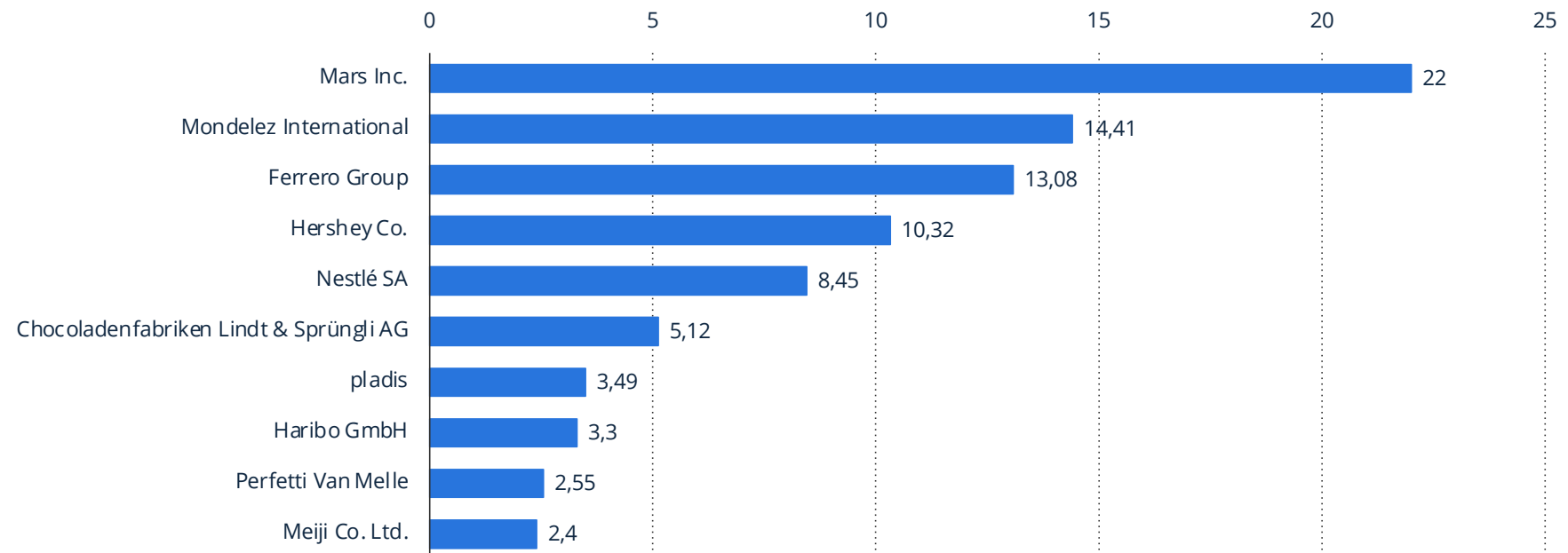
## Chapter 3

# Net sales of the leading confectionery companies worldwide in 2023 (in billion U.S. dollars)

• **Description:** In 2023, Mars Incorporated was the world's leading confectionery company, with generated sales of around 22 billion U.S. dollars. While the company is known for its candy and chocolate brands, Mars also focuses on pet care products and affordable meals.

• **Note(s):** Worldwide; 2023\*\*; \* Includes non-confectionery items. \*\* The source does not make clear which year the financial numbers are actually from and has included a disclaimer the prior year in a row

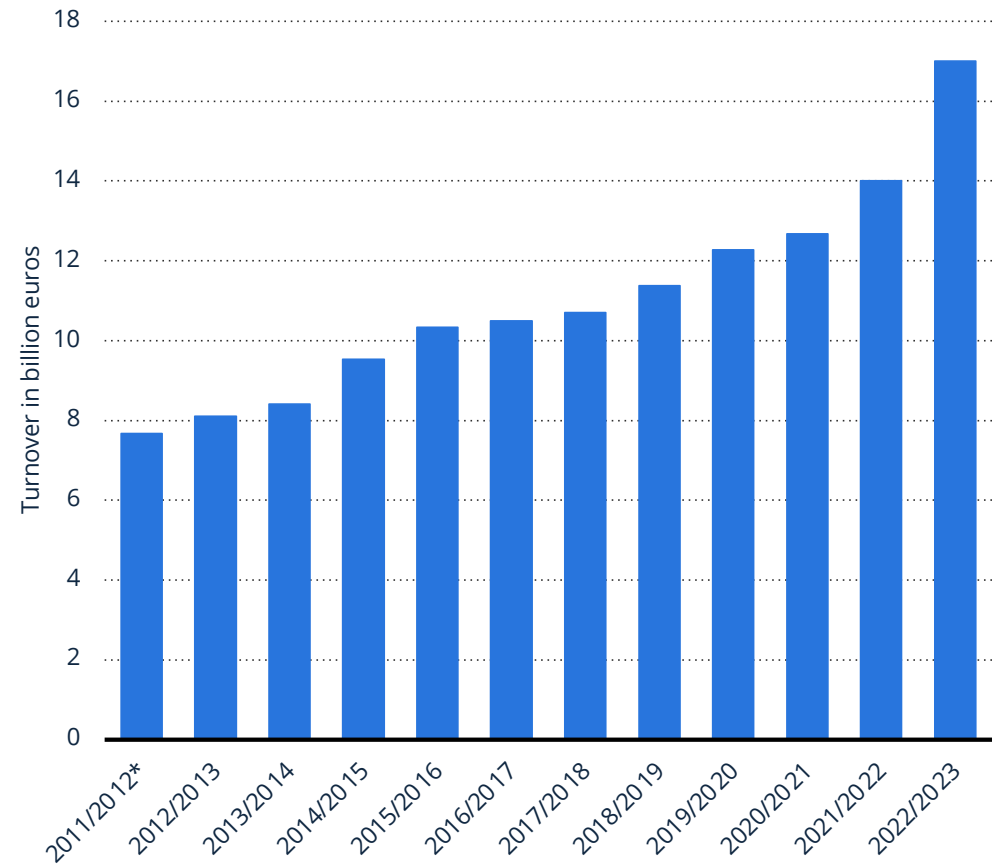
• **Source(s):** Candy Industry



## Consolidated net turnover of the Italian confectionery and branded chocolate manufacturer Ferrero: turnover from 2011 to 2023 (in billion euros)

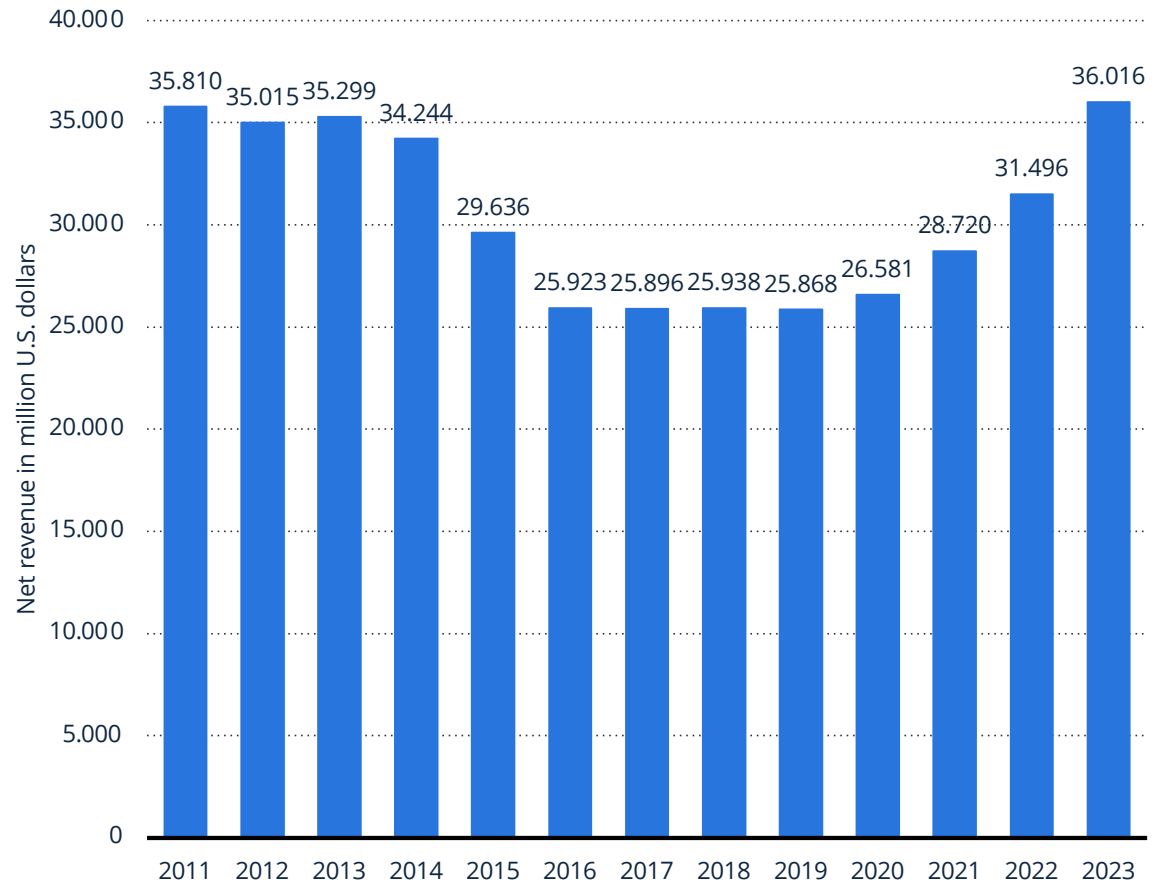
- **Description:** As of the financial year 2022/2023, the turnover of the international group Ferrero amounted to about 17 billion euros. The Italian confectionery manufacturer Ferrero was founded in Alba, Piedmont, and produces a wide range of confectionery goods under various brand names. Ferrero is the third-largest confectionery company in the world (by net sales). FootprintThe confectionery company produces a bit less than 550,000 tonnes of CO<sub>2</sub> equivalent greenhouse gases. **Note(s):** Italy; 2011 to 2023

- **Source(s):** Ferrero



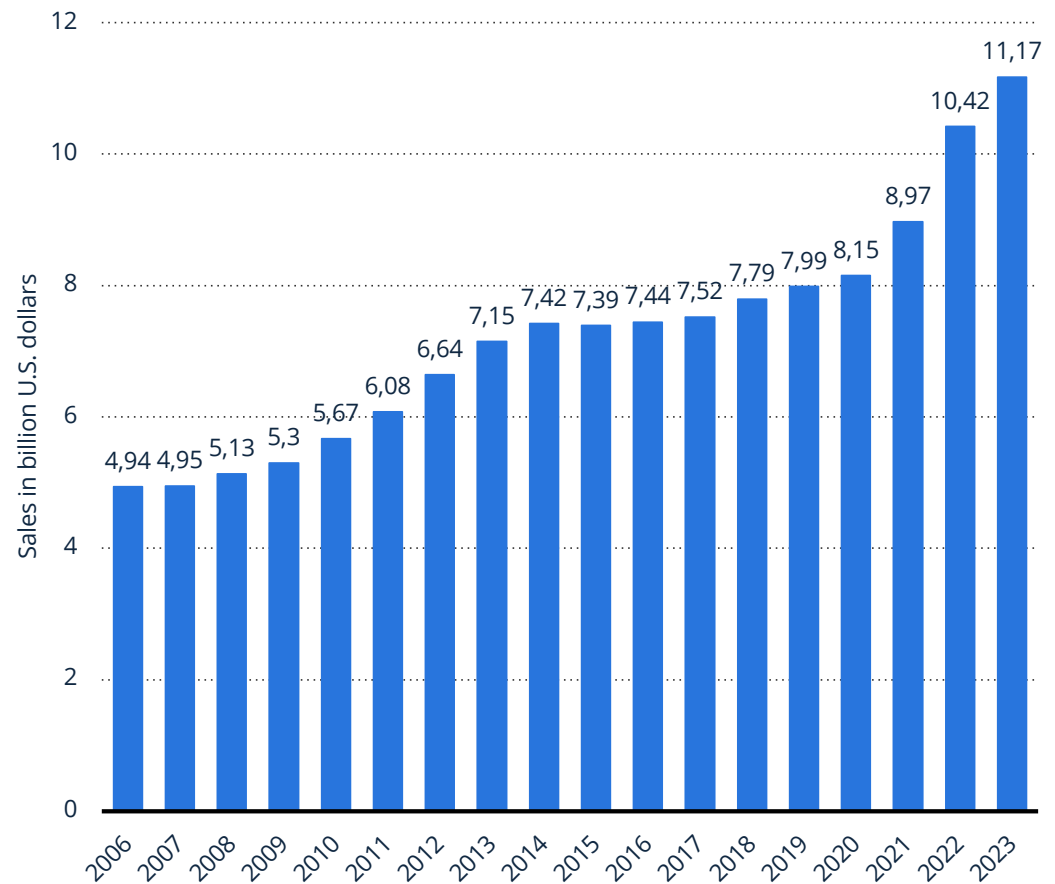
## Net revenue of Mondelez International worldwide from 2011 to 2023 (in million U.S. dollars)

- **Description:** In 2022, Mondelez International's global net revenue amounted to about 36 billion U.S. dollars. Mondelez International is one of the largest global companies operating in the snack business. It was launched on October 1st, 2012 due to the spin-off of Kraft Foods' North American grocery business to shareholders. Mondelez International operates in the global snack business and makes billion-dollar brands such as Cadbury, Oreo and Milka Chocolate.
- **Note(s):** Worldwide; 2011 to 2023
- **Source(s):** Mondelez



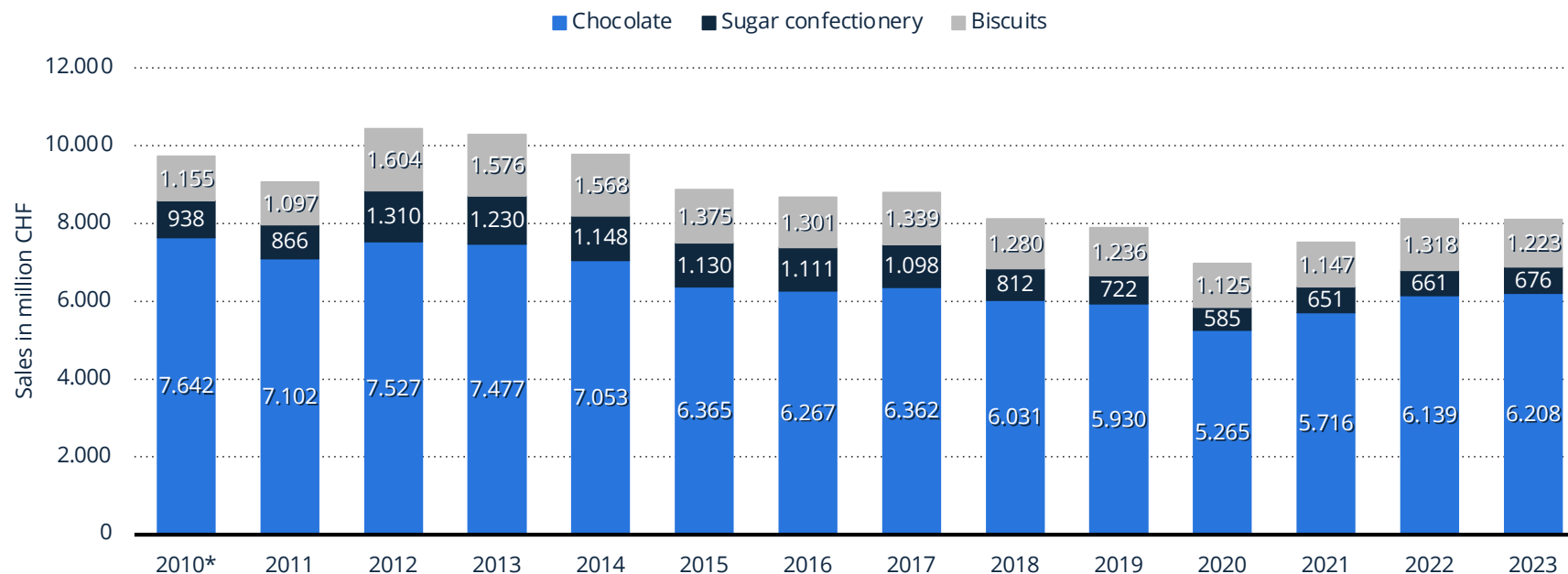
## Net sales of the Hershey Company worldwide from 2006 to 2023 (in billion U.S. dollars)

- **Description:** The global net sales of the Hershey Company amounted to about 11.17 billion U.S. dollars in 2023. Headquartered in Hershey, Pennsylvania, and founded by Milton Hershey in 1894, the company is one of the largest manufacturers of chocolate in North America. Hershey also manufactures baked product, including cookies and cakes, and milk shakes and drinks. **Note(s):** Worldwide; 2006 to 2023
- **Source(s):** Hershey's



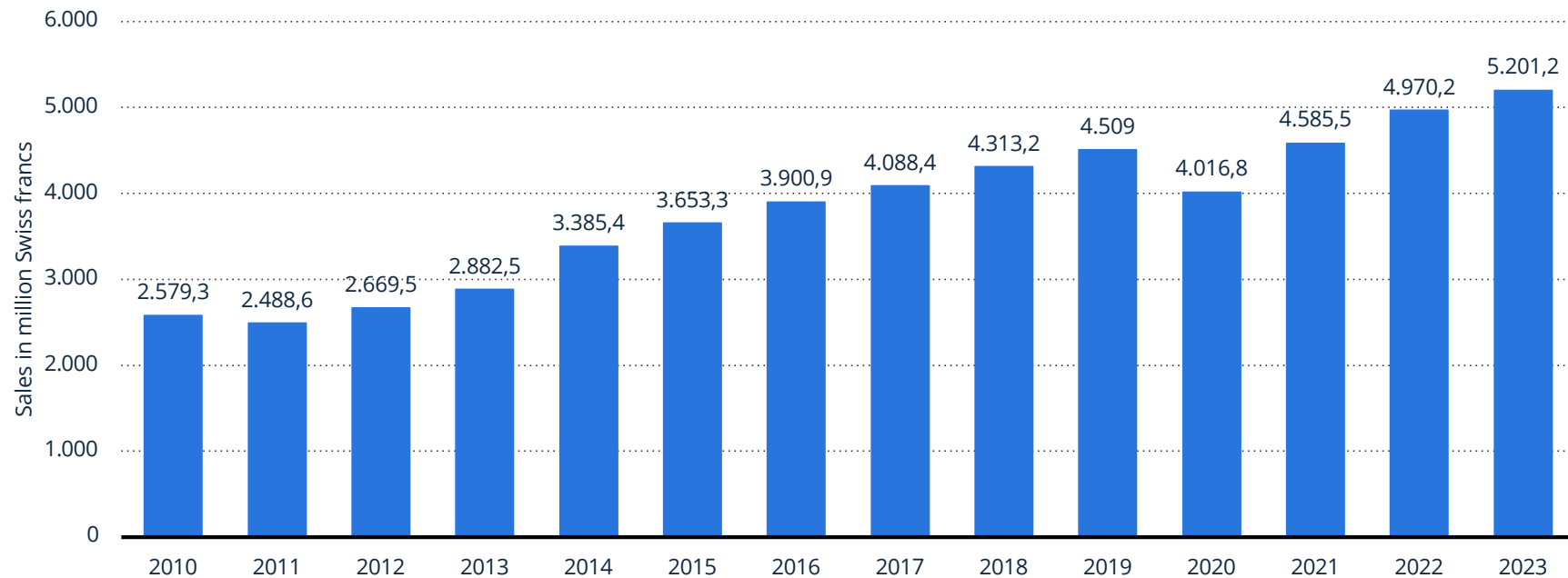
# Sales of Nestlé's confectionery sector worldwide from 2010 to 2023, by segment (in million CHF)

- **Description:** In 2023, the sales of Nestlé's chocolate segment amounted to about 6.1 billion Swiss francs. The total sales of Nestlé's confectionery sector amounted to about 8.1 billion Swiss francs in that year. Between 2013 and 2020, there has been a steady decline in total confectionery sales for Nestlé. Since 2021, sales started increasing again.
- **Note(s):** Worldwide; 2010 to 2023; \* In 2010 Nestlé restated its accounting policies. Further details can be found under "Note 1" in the Consolidated Financial Statements 2010. CHF is the acronym for Swiss Francs; currency of Switzerland.
- **Source(s):** Nestlé

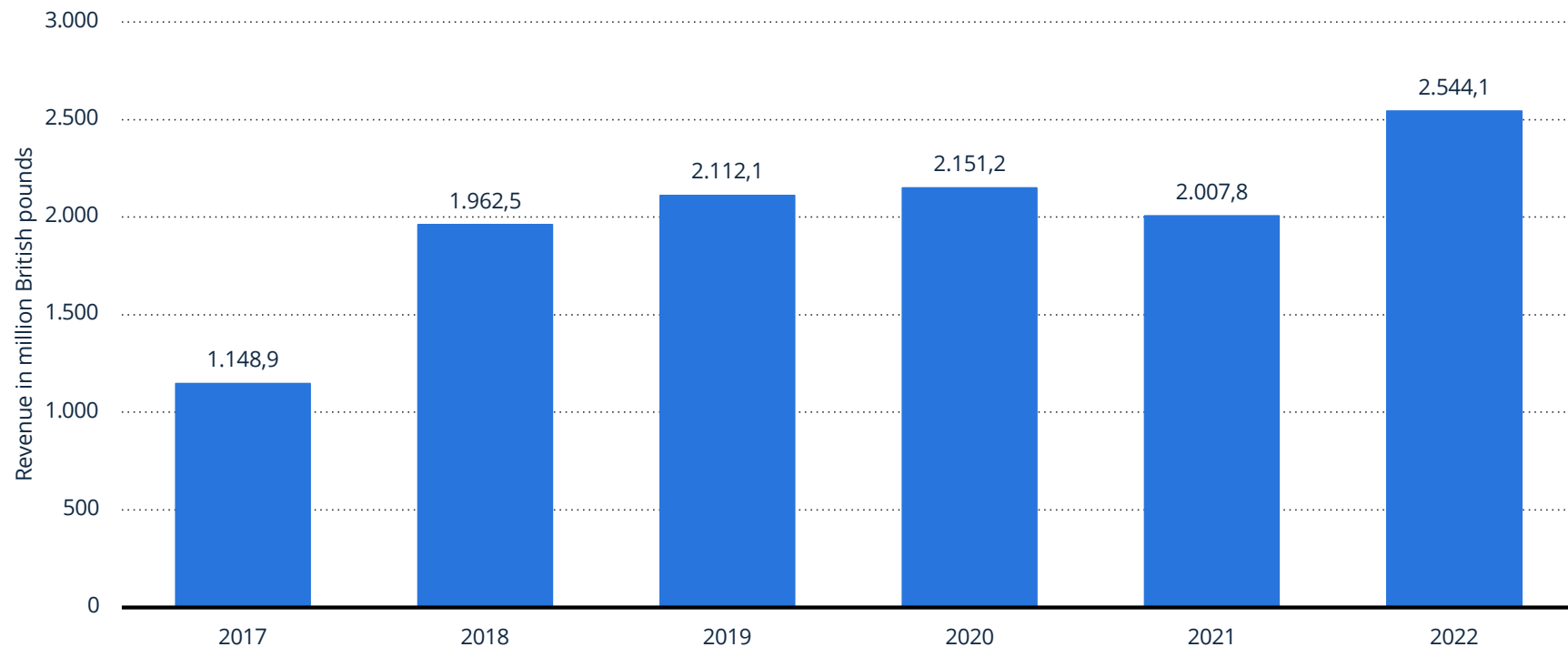


# Total Lindt & Sprüngli sales worldwide from 2010 to 2023 (in million Swiss francs)

- **Description:** In 2022, Lindt & Sprüngli's total sales worldwide amounted to about 5.20 billion Swiss francs. Since 2013, sales numbers generated by the Swiss chocolatier and confectionery company have grown considerably each year, with the exception of 2020. **Note(s):** Worldwide; 2010 to 2023
- **Source(s):** Lindt & Sprüngli



# Pladis Global annual revenue from 2017 to 2022 (in million British pounds)

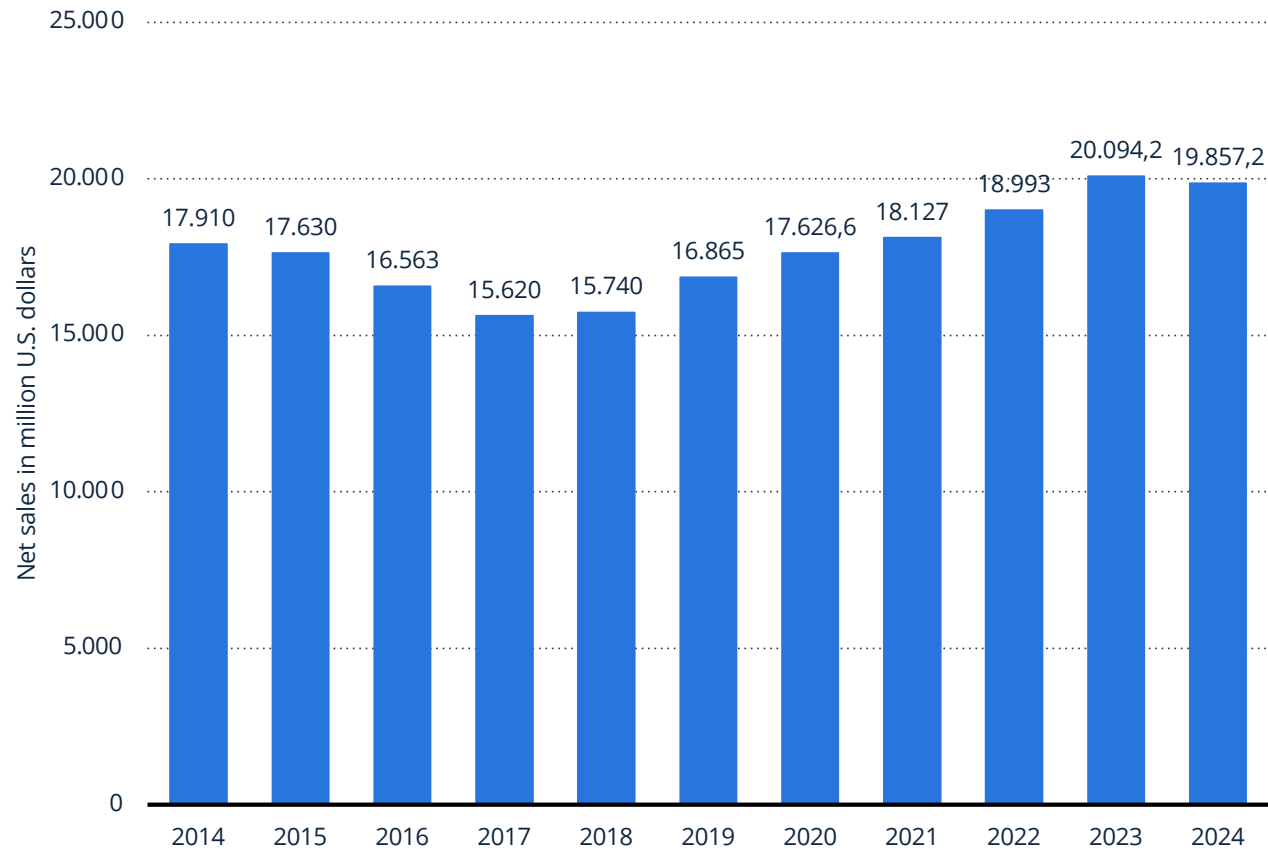


**Description:** Pladis Global, or pladis for short, is a multinational confectionery and snacks company. It generated a revenue of over two billion British pounds in 2021 and is best known for its brands Godiva, Ülker, and McVitie's. The company is one of the largest confectionery companies in the world.

**Note(s):** United Kingdom (England); 2017 to 2022

**Source(s):** GOV.UK; Pladis Global





## Net sales of General Mills worldwide from 2014 to 2024 (in million U.S. dollars)\*

- **Description:** In 2024, General Mills' global net sales amounted to almost 19.86 billion U.S. dollars, a decrease of nearly 140 million U.S. dollars compared to the previous year. [Read more](#)

- **Note(s):** Worldwide; 2014 to 2024; Fiscal year ends on the last Sunday in May.; \*In fiscal 2018, General Mills acquired Blue Buffalo. Fiscal 2015 was a 53-week year; all other fiscal years were 52 weeks. Figures have been rounded.

- **Source(s):** General Mills



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# Confectionery Consumption

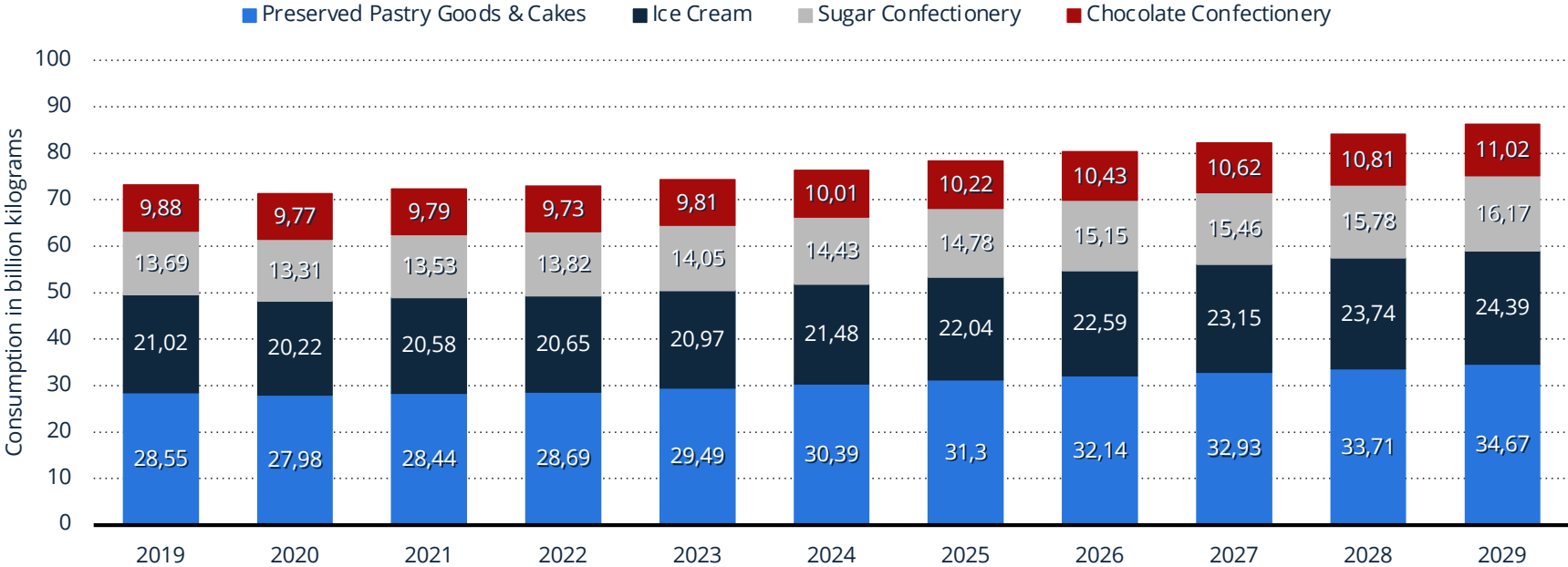
## Chapter 4

# Worldwide consumption of confectionery from 2019 to 2029, by category (in billion kilograms)

**Description:** The volume is forecast to experience significant growth in all segments in 2029. As part of the positive trend, the indicator reaches the maximum value for all four different segments at the end of the comparison period. Particularly noteworthy is the segment Preserved Pastry Goods & Cakes, which has the highest value of 34.67 billion kilograms.

**Note(s):** Worldwide; 2019 to 2029

**Source(s):** Statista; Statista Consumer Market Insights

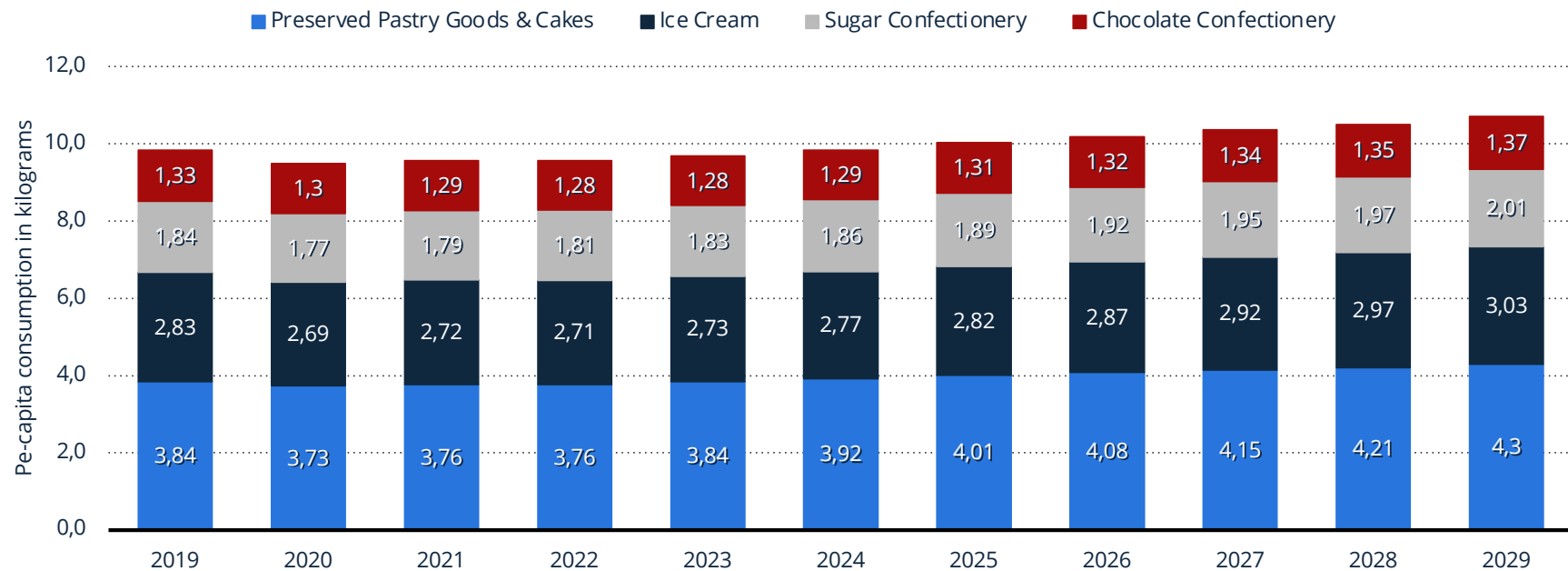


# Per capita consumption of confectionery worldwide from 2019 to 2029, by category (in kilograms)

• **Description:** Over the last two observations, the average volume per capita is forecast to significantly increase in all segments. As part of the positive trend, the indicator reaches the maximum value for all four different segments at the end of the comparison period. Particularly noteworthy is the segment Preserved Pastry Goods & Cakes, which has the highest value of 4.3 kilograms.

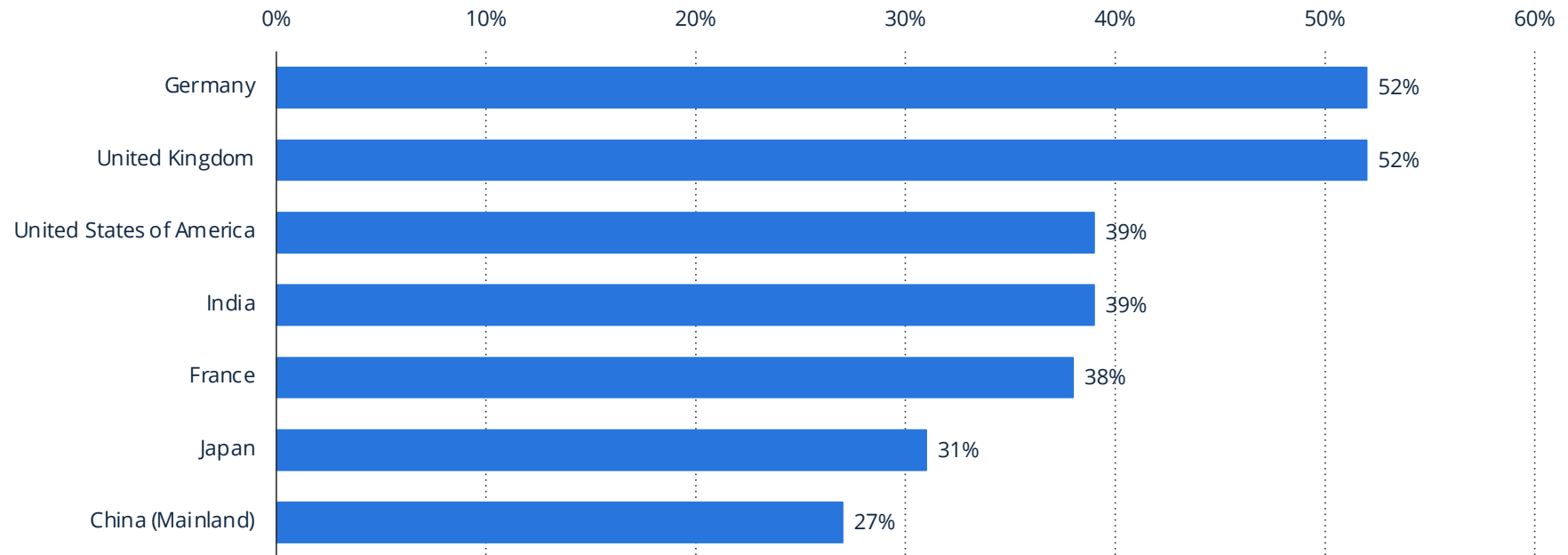
• **Note(s):** Worldwide; 2019 to 2029

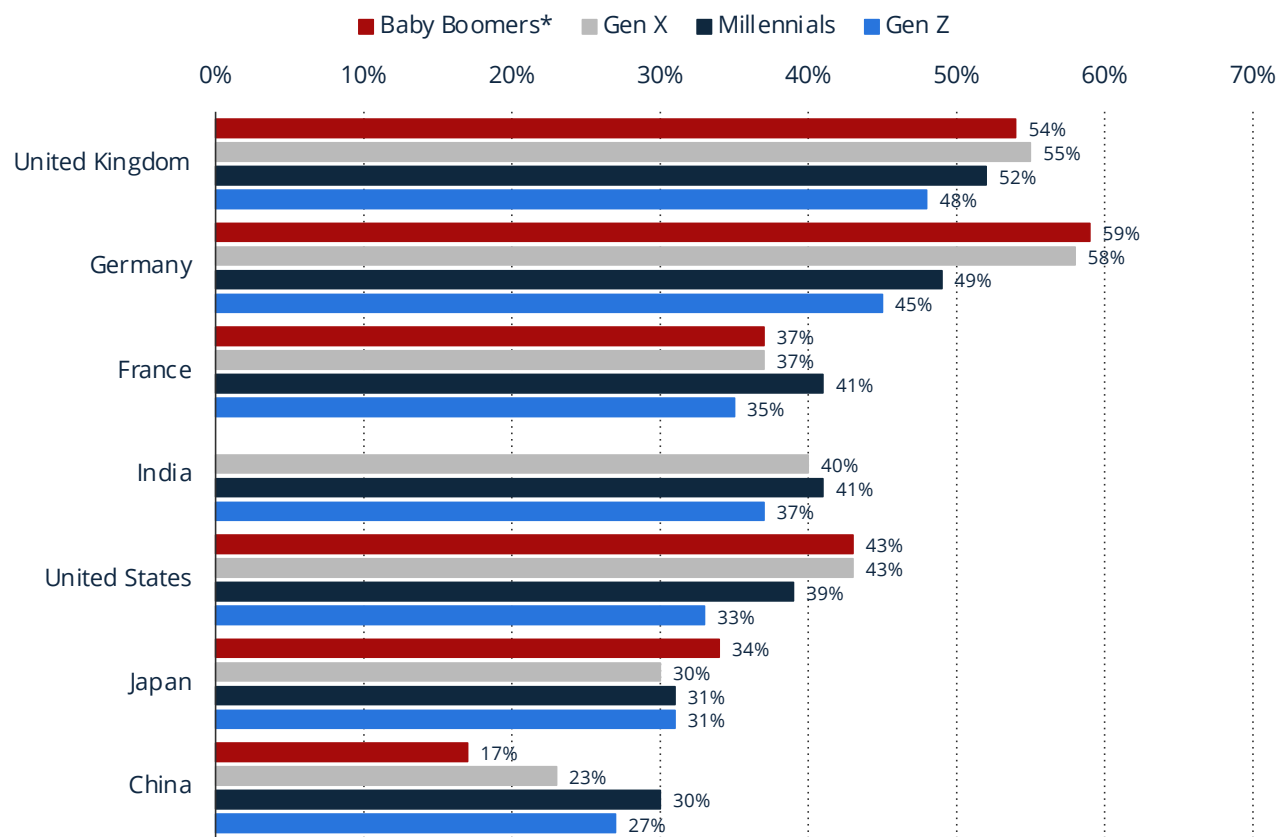
• **Source(s):** Statista; Statista Consumer Market Insights



## Which of these groceries do you consume regularly? (candy and chocolate): Share of consumers that regularly eat sweets in selected countries worldwide 2024

- **Description:** In 2021, about over half of survey respondents from the United States said they regularly eat sweets. The survey was carried out among those who snack once a week. This included any snacking, such as sweets, cheese, vegetables, nuts, dried fruits, and chocolate. In other countries, respondents were less likely to regularly eat sweets. In Italy the share of respondents was 26 percent.
- **Note(s):** Worldwide, China, France, Germany, India, Japan, United Kingdom, United States; July 3, 2023, to June 26, 2024; 139,381 respondents; 18-64 years; Residential online population. Averages four surveys carried out in the stated period.
- **Source(s):** Statista Consumer Insights





## Share of consumers that regularly eat sweets in selected countries worldwide in 2023/2024, by generation

- Description:** In 2023/2024, about half of responding German millennials regularly consumed candy and chocolate. In comparison, China had the lowest share of respondents consuming these products across all generations.
- Note(s):** Worldwide, China, France, Germany, India, Japan, United Kingdom, United States; July 3, 2023, to June 26, 2024; 139,381 respondents; 18-64 years; Residential online population. Averages four surveys carried out in the stated period. \*No values for Baby Boomers in India reported.
- Source(s):** Statista Consumer Insights



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