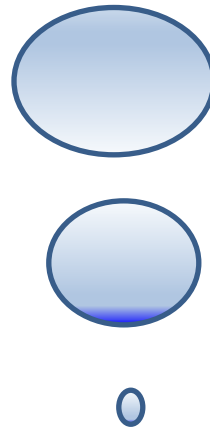


**WinterGreen Research, INC.**



**Confectionary Markets:  
Market Shares, Strategies, and Forecasts,  
Worldwide, 2018 to 2024**



[www.wintergreenresearch.com](http://www.wintergreenresearch.com)  
(781) 863-5078

**WinterGreen Research, Inc.**  
**Lexington, Massachusetts**

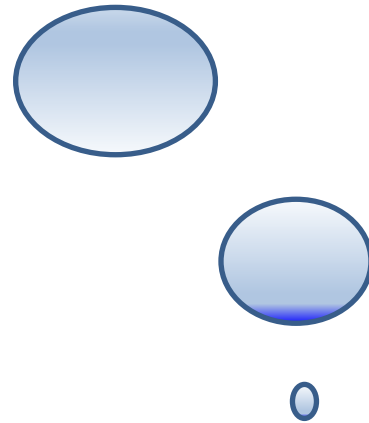
REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING



**The Best Market Research, Backed by a Superb Research Team with Integrity**

**We are the best in the industry at answering your research questions after you purchase the report, even two years later.**

---

---

**REPORT # SH27777272**

**75 PAGES**

**32 TABLES AND FIGURES**

**\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING**

**CHECK OUT THESE KEY TOPICS**

**Confectionary Markets: Reducing Sugar and Increasing the Nutritional Value of Snacks**

<b>Confectionary Markets</b> Chocolate Sugar Candy Chewing Gum	<b>Nutrition</b> Confectionery Snacks Sport Chocolate Natural Sweeteners	<b>Gelatin</b>
--	--	----------------

**Confectionary Markets:**

**Confectionary: Market Shares, Strategies, and Forecasts, Worldwide, 2018-2024**

LEXINGTON, Massachusetts (February 28, 2018) – WinterGreen Research announces that it has published a new study **Confectionary Markets: Market Shares, Strategy, and Forecasts, worldwide, 2018 to 2024**. The 2018 study has 75 pages, 17 tables and figures. Worldwide markets are poised to achieve continuing growth as Confectionary Markets types include Chocolate, Sugar, and Candy, Gum and Gelatin.

An increasing number of diabetic patients, terrible obesity issues worldwide, and increasing nutritional and health concerns among clinicians are having an impact on the confectionary markets. Changing lifestyle impact the market. The confectionery market can be primarily divided into two broad categories: sugar confectionery and bakers’ confectionery. Sugar confectionery includes sweets, candies, chocolates, and chewing gum. Bakers’ confectionery includes pastries, cakes, doughnuts, and cookies.

The global confectionery market can be segmented into five categories: chocolate confectionery, sugar confectionery, gum, cereal bars, and others. Major raw materials used in chocolates are cocoa and sugar, and raw materials used in gum include latex. Confectionery products are consumed by people of all age groups.

A \$194.8 billion market worldwide in 2017, the Confectionary Markets market has evolved steadily. It is expected to reach \$232 billion by 2024, growing in sugar confectionery and bakers’ confectionery segments as a result of the universal appeal of sweets. Demand prospects remain positive. Emerging markets continue to play a role. Activating new markets in Argentina and Russia is being achieved. China is evolving as a market, the global market demand for confectionaries is expected to increase by 2.4%.

REPORT # SH27777272	75 PAGES	32 TABLES AND FIGURES	2018
\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING			

# WinterGreen Research, INC.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key Words: Confectionary Markets, Confectionary Markets, Chocolate, Sugar , Candy, Chewing Gum , Nutrition, Confectionery, Snacks, Sport Chocolate, Natural Sweeteners, Gelatin,

## Companies Profiled

### Market Leaders

Mars / Wrigley  
Nestle  
Mondelēz International  
Ferrero  
Hershey  
Barry Callebaut  
Meiji Holdings  
Arcor  
Perfetti Van Melle  
Haribo

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING

## WinterGreen Research, INC.

Lindt  
Orkla  
Yildiz Holding  
August Storck  
Unicomf  
Lotte  
Amul  
Cemio  
Roshen Confectionery  
Alfred Ritter GmbH & Co. KG,  
Delphi  
Jelly Belly  
Cloetta

### Confectionary Markets: Market Shares, Strategies, and Forecasts, Worldwide, 2018 to 2024

#### Report Methodology

This is the 777th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING

## WinterGreen Research, INC.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2017. With 2012 and several years prior to that baseline, market projections were developed for 2018 through 2024. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING

## WinterGreen Research, INC.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

## Confectionary Markets: Market Shares, Strategies, and Forecasts, EMEA, 2018-2024

### Table of Contents

#### Confectionary Markets: Executive Summary

The study is designed to give a comprehensive overview of the Confectionary Markets market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of w

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING

# WinterGreen Research, INC.

Abstract: Confectionary Markets Shift to Bring Less Sugar and More Nutrition to Snacks	1
<b>1. CONFECTIONARY EXECUTIVE SUMMARY</b>	<b>9</b>
<b>2. CONFECTIONARY MARKET SHARES AND FORECASTS</b>	<b>10</b>
2.1 Confectionary Market Driving Forces	10
2.2 Confectionary Market Shares	10
2.3 Confectionary Market Forecasts	16
2.3.1 Confectionary Market Can Be Primarily Divided Into Two Broad Categories: Sugar Confectionery And Bakers' Confectionery	18
2.3.2 Chocolate Confectionery	19
2.3.3 Sugar Confectionery	19
2.4 Confectionary Regional Market Analysis	22
2.4.1 Norway Chocolate Sugar Tax Hike	25
2.4.2 Norway's Chocolate Market Outpaces Western Europe	26
2.4.3 Chile	26
2.4.4 Gum and Geletin	26
2.4.5 Other Categories	27
2.5 Confectionery Market, By Sugar	27
2.6 Confectionery Market, By Chocolate	27
2.7 Confectionary Prices	28
<b>3. CONFECTIONARY PRODUCTS</b>	<b>29</b>
3.1 Sugar Health Risks	29
3.2 Value of Chocolate in Diet	29
<b>4. CONFECTIONARY RESEARCH AND TECHNOLOGY</b>	<b>30</b>
4.1 Mars Chocolate & Wrigley Pledge \$200 Million Towards Choice & Transparency	30
4.2 Commitment To Better Options And Balanced Choices	31
4.2.1 Increasing Portionable and "Sharing Size" Options	32
4.2.2 Educating on Candy As A Treat, Not An Everyday Snack Or Meal Replacement	32
4.3 Always Raising Standards	32
4.4 Natural Sweeteners	34
<b>5. CONFECTIONARY COMPANY PROFILES</b>	<b>35</b>
5.1 Alfred Ritter GmbH & Co. KG,	36
5.2 Amul	38
5.3 Arcor	39
5.3.1 Arcor Sales	42
5.4 August Storck	45
5.4.1 August Storck Revenue	45
5.4.2 August Storck Products	46
5.5 Barry Callebaut	46
5.6 Cemoi	47
5.7 Cloetta	48
5.8 Delphi	48
5.9 Ferrero	49
5.9.1 Ferrero Revenue	50
5.9.2 Ferrero Geographic Revenue	50
5.9.3 Ferrero Products	51
5.10 General Mills	51
5.10.1 General Mills Revenue	51
5.10.2 General Mills Ice Cream	53
5.11 Guta Group / Uniconf	54
5.12 Haribo	56
5.13 Hershey	56
5.13.1 Hershey Revenue	57
5.13.2 Hershey Regional Segments	59

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING



# WinterGreen Research, INC.

5.14	Jelly Belly	60
5.15	Lindt 61	
5.16	Lotte Confectionery	63
5.17	Mars 63	
5.17.1	Mars Wrigley Confectionery Brands	63
5.17.2	Wrigley	64
5.17.3	Mars Revenue	64
5.18	Meiji Holdings	65
5.19	Mondelēz International	67
5.20	Morinaga	69
5.21	Nestle 69	
5.22	Orkla: Cross-Border Shopping	70
5.23	Perfetti Van Melle	73
5.24	Raisio 74	
5.25	Roshen Confectionery	74
5.26	Yildiz Holding / Godiva	74
	<b>6. SUMMARY AND CONCLUSIONS</b>	<b>75</b>
	<b>7. SELECTED MARKET PARTICIPANTS</b>	<b>76</b>
	<b>WINTERGREEN RESEARCH,</b>	<b>77</b>
	WinterGreen Research Methodology	77
	WinterGreen Research Process	79
	Market Research Study	79
	WinterGreen Research Global Market Intelligence Company	80
Abstract:	Confectionary Markets Shift to Bring Less Sugar and More Nutrition to Snacks	1
Figure 1.	Confectionary Market Shares, Dollars, Worldwide, 2016 and 2017	9
Figure 2.	Confectionary Market Current Trends	10
Figure 3.	Confectionary Market Shares, Dollars, Worldwide, 2016 and 2017	10
Figure 4.	Confectionary Market Segments by Company, Worldwide, 2017	12
Figure 5.	Confectionary Market Shares, Chocolate, Sugar Candy, and Gum Gelatin, Dollars, Worldwide, 2017	13
Figure 6.	Donuts, Cookies and Cakes, Pastries Segment Confectionary Market Shares, Dollars, Worldwide, 2017	15
Figure 7.	Confectionary Market Forecasts, Dollars, Worldwide, 2012 to 2017	16
Figure 8.	Confectionary Market Forecasts, Dollars, Worldwide, 2017 to 2024	17
Figure 9.	Confectionary Segment Forecasts, Chocolate, Sugar Candy, Gum and Gelatin, Donuts, Cookies & Cakes, Pastries, Dollars, Worldwide, 2018 to 2024	18
Figure 10.	Confectionary Segment Forecasts, Chocolate, Sugar Candy, Gum and Gelatin, Donuts, Cookies & Cakes, Pastries, Percent, Worldwide, 2018 to 2024	19
Figure 11.	Confectionary Regional Market Segments, Dollars, Worldwide, 2012-2017	22
Figure 12.	Confectionary Regional Market Segments, Percent, Worldwide, 2012 - 2017	23
Figure 13.	Confectionary Regional Market Segments, Dollars, Worldwide, 2017-2024	24
Figure 14.	Confectionary Regional Market Segments, Percent, Worldwide, 2017 - 2024	25
Figure 15.	The Mars Health and Wellness Initiatives	33
Figure 16.	Ritter Sport Chocolate	36
Figure 17.	Ritter Sport Chocolate	37
Figure 18.	Ritter Sport Facilities	37
Figure 19.	Amul Chocolate	38
Figure 20.	Arcor Global Market Presence	40
Figure 21.	Arcor Facility	41
Figure 22.	Arcor Sales	42
Figure 23.	Arcor Confectionary Positioning and Leading Brands	44
Figure 24.	Ferrero Facility	49
Figure 25.	Ferrero Geographic Revenue	50

**REPORT # SH27777272**

**75 PAGES**

**32 TABLES AND FIGURES**

**2018**

**\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING**

# WinterGreen Research, INC.

Figure 26.	Uniconf Metrics	54
Figure 27.	Hershey Product Offerings	56
Figure 28.	Lindt Chocolate	61
Figure 29.	Lindt Headquarters	62
Figure 30.	Meiji Holdings Revenue	65
Figure 31.	Meiji Holdings Continues Sales Growth of Chocolate More cross-border shopping is likely	66 70
Figure 32.	Orkla Confectionery & Snacks Revenues	71

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING

## ABOUT THE COMPANY

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

# WinterGreen Research, INC.

## About The Principal Authors

**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, electronic voting, and oxygen management. She is the author of recent studies of the drone and robot marketing strategies, Internet equipment, biometrics, biomaterials, a study of Internet Equipment, Artificial Intelligence, IoT, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst in 2012, 2013, 2014, 2015, and 2016. She has been twice featured on the cover of the Women of Distinction magazine. She was cited in a recent Time Magazine article and major media articles on Youth Sports market growth. Recently she has been quoted by Bloomberg and others on blockchain and cryptocurrency.

**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.

REPORT # SH27777272

75 PAGES

32 TABLES AND FIGURES

2018

\$4,300 SINGLE GROUP COPY -- \$8,600 WEB SITE POSTING