



Candy
INDUSTRY MAGAZINE

State of the Industry

JUNE 2017 ISSUE

Special Report:

Candy Industry provides an in-depth look at the performances and trends taking place in the global confection market in the past year.



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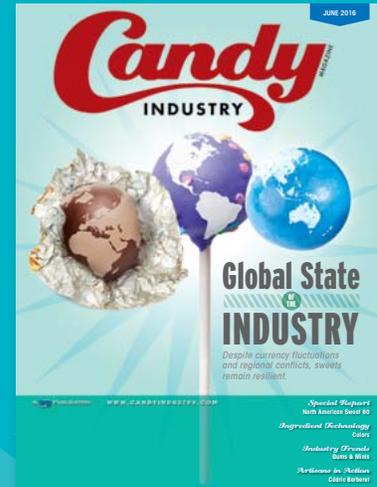
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Global Confectionery Market (in \$ billion)

Region	Estimated 2015 Sales	Estimated 2014 Sales	% gain
Western Europe	\$22.01	\$21.70	1.5
East Europe	\$18.91	\$19.02	7.2
North America	\$35.91	\$36.90	2.9
Latin America	\$22.71	\$19.42	22
Western Europe	\$17.71	\$16.40	7.9
Asia Pacific	\$10.21	\$9.42	11.8
Sub-Saharan Africa	\$4.51	\$4.00	2.9
Other	\$18.20	\$17.00	6.7

2015 Global Confectionery Sales by Segment (in \$ billion)

Segment	Estimated 2015 Sales	Estimated 2014 Sales	% gain
Chocolate	\$121.10	\$118.00	2.6
Sugar	\$50.20	\$50.70	7.0
Gums	\$22.80	\$21.60	5.6
Other	\$118.30	\$117.00	6.7

2015 Global Confectionery Sales by Type and Region (in \$ billion)

Region	Chocolate	Sugar	Gum
Western Europe	\$18.00	\$15.00	\$4.00
East Europe	\$12.00	\$11.00	\$1.00
North America	\$25.00	\$24.00	\$6.00
Latin America	\$14.00	\$13.00	\$4.00
Asia Pacific	\$10.00	\$9.00	\$1.00
Sub-Saharan Africa	\$5.00	\$4.00	\$1.00
Middle East/Africa	\$4.00	\$3.00	\$1.00
Other	\$4.00	\$3.00	\$1.00

2015/2020 U.S. Confectionery Sales (in \$ billion)

Category	2015 Sales (\$ billion)	2015 % of total U.S. Confectionery Sales	2020 % of total U.S. Confectionery Sales	CAGR growth
Chocolate	\$85.00	52%	53%	1.2%
Non-Chocolate	\$110.00	48%	47%	1.7%
Total	\$195.00	100%	100%	1.5%

Market Drivers in U.S. Confectionery (in \$ million)

Category	Full	Dark	Piece	Stick
Chocolate	\$13.00	\$10.00	\$16.00	\$10.00
Non-Chocolate	\$10.00	\$10.00	\$10.00	\$10.00
Total	\$23.00	\$20.00	\$26.00	\$20.00

EXCLUSIVE CATEGORY SPONSORSHIPS OFFERED:

- ✓ Chocolate
- ✓ Non-Chocolate
- ✓ Gums
- ✓ Supply Chain

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State of the Industry

Candy Industry Global State of the Industry Webinar:

New for 2017! *Candy Industry's* Global State of the Industry will feature industry experts as well as industry thought leaders, reviewing recent performance in the global candy sector and discuss what lies ahead.

STATE OF THE INDUSTRY ONE-STOP RESOURCE:

In addition to all of the content from the print Global State of the Industry issue, the Global State of the Industry landing page on www.candyindustry.com will include:

- Insightful slideshows featuring new product and details
- Product information provided by leading market research firms
- Updated news section highlighting top global candy trends
- New product trend resource for the global candy, confectionery and snack industries
- Links to global state of the industry reports from previous years



WEBINAR WILL ADDRESS:

- 2016 in review
- Performance in global candy sector
- Inside the drives of growth
- Current trends & preparing for tomorrow's trends
- Identifying growth segments

