

THAIFEX - Anuga Asia 2023: Sweets and Confectionery Fact Sheet

Offering one of the widest ranges of products and innovations, based on the latest segment trends. Sweets & Confectionery covers:

- Chocolate, chocolate products
- Sugar confectionery
- Biscuits
- Snack foods
- Savoury snacks, ready-to-eat
- Fruit snacks and vegetable snacks
- Breakfast
- Ice cream, deep-frozen confectionery

Fast Facts

- Over the past few years, there has been a noticeable surge in the demand for confectionery goods in Southeast Asia. This trend is predicted to continue into the foreseeable future, with the revenue of confectionery within this segment expected to reach \$63.53 billion USD in 2023. Furthermore, industry experts forecast an annual growth rate of 8.35% between 2023 and 2027¹.
- The Asia Pacific confectionery market has been flourishing in recent years, with a market size of approximately USD 71.05 billion in 2021. The market is projected to continue its upward trajectory, with an estimated compound annual growth rate (CAGR) of 4.2% from 2021 to 2026. This growth is expected to drive the market size up to USD 82.81 billion by 2026. The Asia Pacific confectionery market is a significant player in the global market, accounting for approximately 25% of the global market share².
- Thailand has an average per capita consumption of confectionery or sweets of 18.1kg in 2023, generating a revenue of \$104.70 USD per person within the same year. It is anticipated that the Confectionery segment will witness a volume growth of 5.2% in 2024³.
- Chocolates make up the majority of the confectionery market within the APAC region, accounting for 42% of the market share. Gums represent 20% of the market, while sugar confectionery makes up the remaining 38%⁴.

¹ <https://www.statista.com/outlook/cmo/food/confectionery-snacks/confectionery/southeast-asia>

² <https://www.marketdataforecast.com/market-reports/asia-pacific-confectionery-market>

³ <https://www.statista.com/outlook/cmo/food/confectionery-snacks/confectionery/thailand>

⁴ <https://www.mordorintelligence.com/industry-reports/asia-pacific-confectionery-market>

Key Exhibitors

- **Central Anatolian Exporters' Association (Turkiye)**
 - The Central Anatolian Exporters' Association (OAIB) is a prominent organization based in Turkey that represents exporters operating in the Central Anatolian region. Established in 1986, the association aims to promote the international competitiveness of its member companies by offering a wide range of services, such as market research, trade missions, and trade fair organization. The OAIB represents a variety of sectors, including textiles, food, machinery, and construction materials, among others. With its extensive network and experience, the association plays a critical role in facilitating trade and investment in the region, contributing significantly to Turkey's economic growth and development.
- **Jouy & Co Sweets B.V. (Netherlands)**
 - Jouy & Co Sweets specializes in developing high-quality confectionery and supplying it to retail chains worldwide. With their innovative packaging and wide variety of confectionery made with only the best ingredients and competitive pricing, they have become a key brand in the industry. By investing in innovation, new products, channels, packaging, and concepts, they are driven to provide consumers with an experience of euphoria through their products. Currently, Jouy & Co is active in more than 82 countries.
- **I.B.O International (VN) Co., Ltd. (Vietnam)**
 - The brand's main products are egg cookies and puffed food. They offer a variety of flavors for egg cookies, such as milk, pudding, mixed fruits, peach, and vegetable flavors, for customers to choose from. For energy bars and rice cakes, a healthy approach is crucial. They use brown rice and avoid frying, preservatives, and artificial additives. Therefore, their special flavors, including salty egg yolk and fragrant egg milk, remain popular among both kids and adults.

Full information about this year's **11 Signature Trade Shows** can be found on

<https://thaiex-anuga.com/trade-fair/trade-shows/>

For the overall **THAIFEX - Anuga Asia Key F&B Segments**, please visit

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