



Sugar Confectionery in Canada

June 2025

Table of Contents

Sugar Confectionery in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health consciousness dampens growth as some consumers limit sugar
Cadbury Adams Canada Inc retains its lead while improving its share during 2025
Retail e-commerce emerges as the largest and most dynamic channel in 2025

PROSPECTS AND OPPORTUNITIES

Sugar confectionery is expected to face challenges as consumers seek healthier options
Players are expected to invest in social media campaigns to connect with Gen Z consumers
The ongoing trade dispute is set to impact sales of sugar confectionery

CATEGORY DATA

Table 1 - Sales of Sugar Confectionery by Category: Volume 2020-2025
Table 2 - Sales of Sugar Confectionery by Category: Value 2020-2025
Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025
Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025
Table 5 - Sales of Chewy Candies by Type: % Value 2020-2025
Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025
Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025
Table 8 - Distribution of Sugar Confectionery by Format: % Value 2020-2025
Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030
Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030
Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Snacks in Canada - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025
Table 14 - Sales of Snacks by Category: Value 2020-2025
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Snacks by Format: % Value 2020-2025
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

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