

# EXPLORING THE GLOBAL DEMAND FOR NON-COCOA SUGAR CONFECTIONERY: EGYPT'S EXPORT POTENTIAL

HS Code: 170490

October 2024



# Agenda

## Product Overview

## Introduction

## Global Production

## Overview of Egypt's Export

- Dry Sweets
- Halawa Tahinia

## Global Imports and Trend Analysis

- Top Importing Markets Globally
- Top Exporting Markets Globally

## Recommended Markets

- USA Market

## Conclusion



# Product Overview

**Product name:** Sugar confectionery not containing cocoa, incl. white chocolate (excl. chewing gum)

HS Code: 170490

This category encompasses a wide range of sweet treats primarily made from sugar or other sweeteners. These products may include hard candies, soft candies, jellies, marshmallows, licorice, toffees, caramels, fondants, pastilles, and similar confectionery items.





# Introduction

This report examines global and regional trends in the sugar confectionery sector under HS code 170490, which includes non-cocoa products such as white chocolate but excludes chewing gum. It focuses on two culturally significant products: dry sweets (حلوي جافة) and halawa tahinia (حلاوة طحينية), analyzing their market dynamics, consumer preferences, production trends, and export-import patterns. By exploring these aspects, the report provides a comprehensive overview of the role these products play within the broader sugar confectionery market.

In 2023, the global demand for non-cocoa sugar confectionery under HS code 170490 reached \$16 billion in export value. Egypt's exports in this market totaled \$65 million and 32,000 tons, according to GOEIC data. Sweet dry confectionery exports accounted for \$45 million in value and 23,000 tons in volume, while halawa tahinia exports reached \$20 million in value and 9,000 tons in volume.

Does Egypt have growth opportunities in this sector? Which countries offer the most potential for expansion and increased market share? Through detailed analysis, this report will provide insights into where Egypt could capitalize on its existing production strengths and explore new markets for growth.

# Global Sugar Confectionery Market Scope

## By Product Type

- Hard-boiled Sweets
- Caramel & Toffees
- Gums & Jellies
- Medicated Confectionery
- Mints
- Marshmallows
- Nougat
- Lollipops
- Liquorice

## 2. By packaging

- Sachet
- Box
- Others

## 3. By Distribution Channel

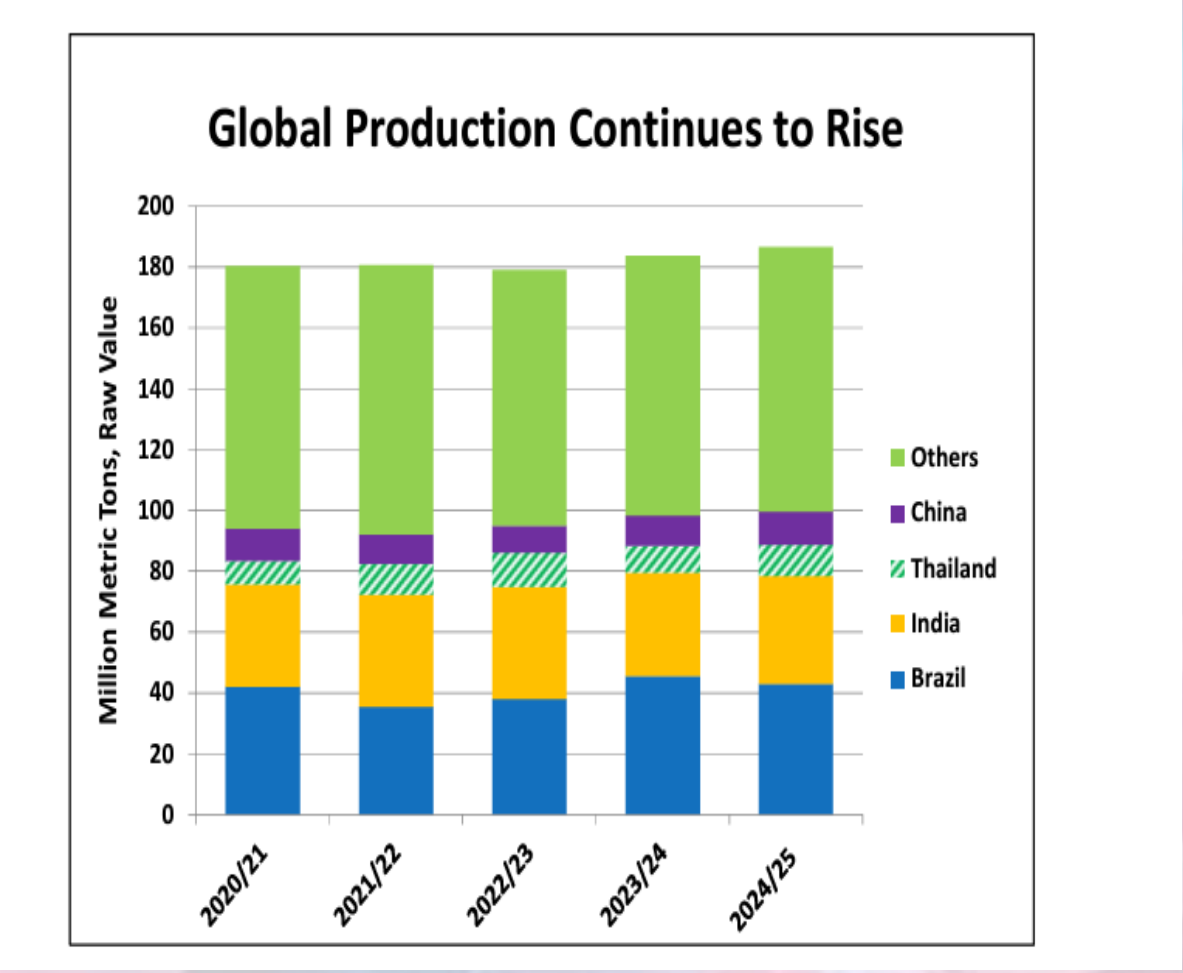
- Convenience Store.
- Supermarket/Hyper market
- Online Retail Store.
- Others

## 4. By Region

- North America
- Latin America
- Europe
- South Asia
- Oceania
- The Middle East & Africa (MEA)

# Top 10 Countries That Produce the Most Sugar (in metric tons )

Rank	Country	Sugar Production (Metric Tons) 2021	Portion of Global Sugar Production
1	Brazil	36M	20%
2	India	33.8M	19%
3	China	10.7M	6%
4	United States	8.4M	5%
5	Thailand	7.6M	4%
6	Mexico	6.2M	4%
7	Russia	5.9M	3%
8	Pakistan	5.7M	3%
9	Germany	5M	3%
10	France	4.7M	3%



Note: The total global sugar production in 2024 is approximately 177.9 million metric tons.

# Major Players Covered

## Mars Wrigley (Mars Inc.)

•Sales: \$22 billion

## Mondelēz International

•Sales: \$14.413 billion

## Ferrero Group

•Sales: \$13.081 billion

## The Hershey Company

•Sales: \$10.317 billion

## Nestlé SA

•Sales: \$8.451 billion

## Chocoladefabriken Lindt & Sprüngli AG

•Sales: \$5.187 billion

## Pladis

•Sales: \$4.500 billion

## Grupo Bimbo

•Sales: \$3.759 billion

## Meiji Co. Ltd.

•Sales: \$3.700 billion

## Haribo GmbH & Co. KG

•Sales: \$3.367 billion

## Perfetti Van Melle

•Sales: \$3.133 billion

## General Mills Inc.

•Sales: \$2.746 billion

## Ezaki Glico Co. Ltd.

•Sales: \$2.624 billion

## Orion Corp.

•Sales: \$2.300 billion

## Monde Nissin Corp.

•Sales: \$2.200 billion

## Cloetta AB

•Sales: \$1.600 billion

## Arcor Group

•Sales: \$1.278 billion

## United Confectioners

•Sales: \$1.055 billion

## Delica AG (owns Chocolat Frey AG)

•Sales: \$1.001 billion

## Cacau Show

•Sales: \$909 million

# Global Sugar Confectionery Market Trends

Impulse buying and visual appeal play a significant role in the growth of the market worldwide

- Sugar confectionery consumption around the globe is attributed to factors like **traditional customs, cultural celebrations, and regular snacking** among the population in particular regions. **In Asia-Pacific, about 78%** of consumers preferred consuming hard candies during their work and traveling period in 2022-2023.
- Under product attributes, consumers are significantly focusing on **brand image**. Around 70% of the total population prefers products that come with a good brand image. **Packaging is considered the second most important product attribute** for confectionery products, which determines the likelihood of their purchasing.
- **In 2023, sugar confections witnessed a hike in their sales by 4.5% compared to 2022.** The sales growth was linked to the growing consumer density for sugar confectionery with unique flavors. Under sugar confectionery, **hard candy gained a significant volume** of popularity in 2022 as consumers preferred them during traveling and working hours.
- Product marketing and advertisement play important roles in the consumption and selling of products. Products with labels that advertise the “immune-boosting” or “herbal” anti-oxidant benefits are being introduced more frequently. Sugar-free claims are also attracting consumer interest, with **more than 40% of consumers looking for low-sugar claims when choosing new products in the global market.**





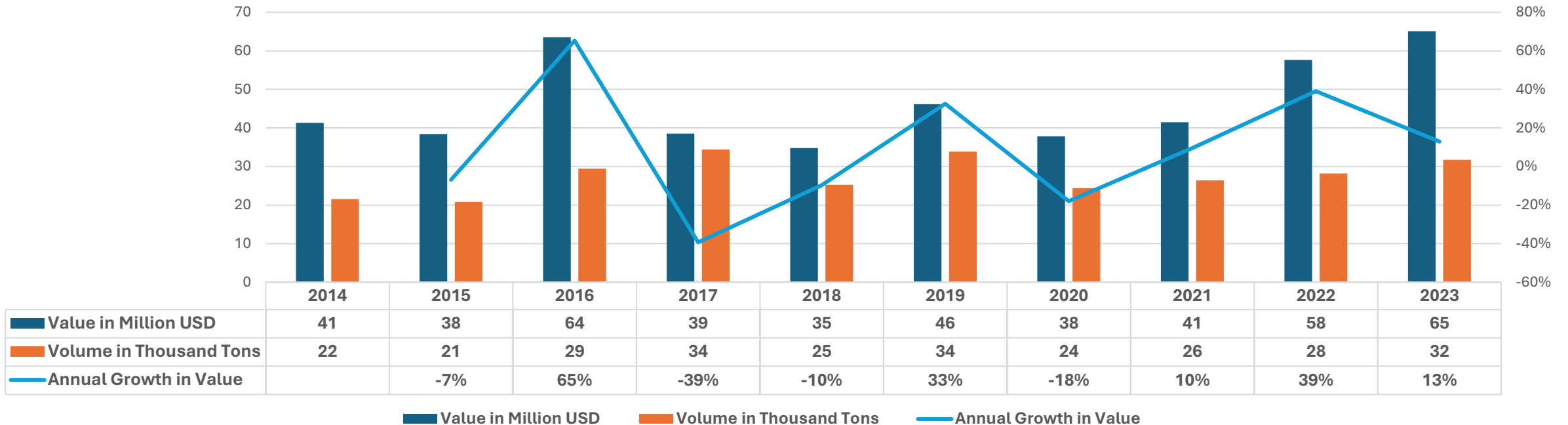
## Overview of Egypt's Sugar Confectionary

### Global Export Position in 2023 (Trade Map)

- Egypt's Share in Global Exports: 0.4%
- Egypt's World Ranking for sugar confectionary: 40

### Egypt Sugar Confectionery: Volume and Value (2014-2023) (GOEIC DATA)

Egypt's Export Trends for Sugar Confectionery Value and Volume (2014-2023) GOEIC



GOEIC data reflects HS code 170490, which includes both sweet dry confectionery and halawa tahinia.

- Sweet dry confectionery exports reached a value of **45 million USD**, with a volume of **23 thousand tons in 2023**.
- Halawa tahinia (halva) exports reached a value of **20 million USD**, with a volume of **9 thousand tons in 2023**.

Source: GOEIC



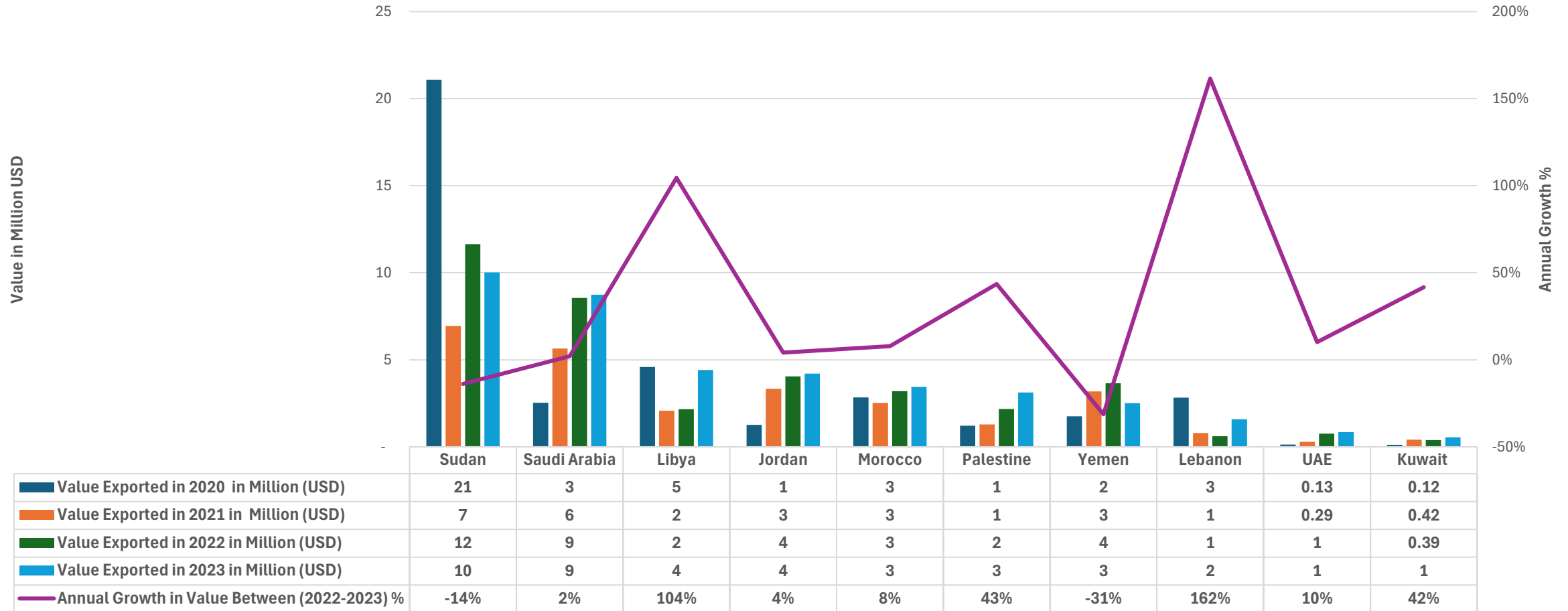
## Dry Sweets



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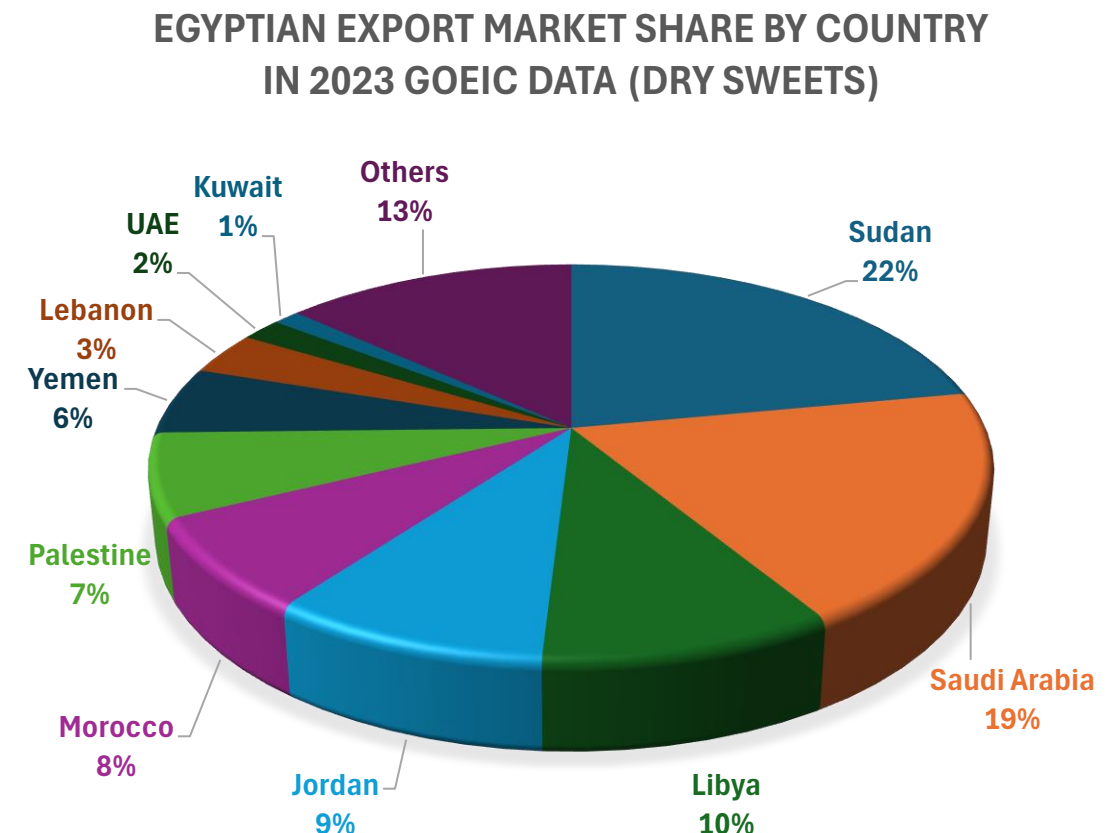
### Top Export Destinations and Growth Trends in 2023 - GOEIC

Egypt Dry Sweets: Top Export Destinations and Growth Trends in 2023



## Egyptian Export Market Share by Country in 2023 in % (GOEIC Data) based on Value) Dry Sweets

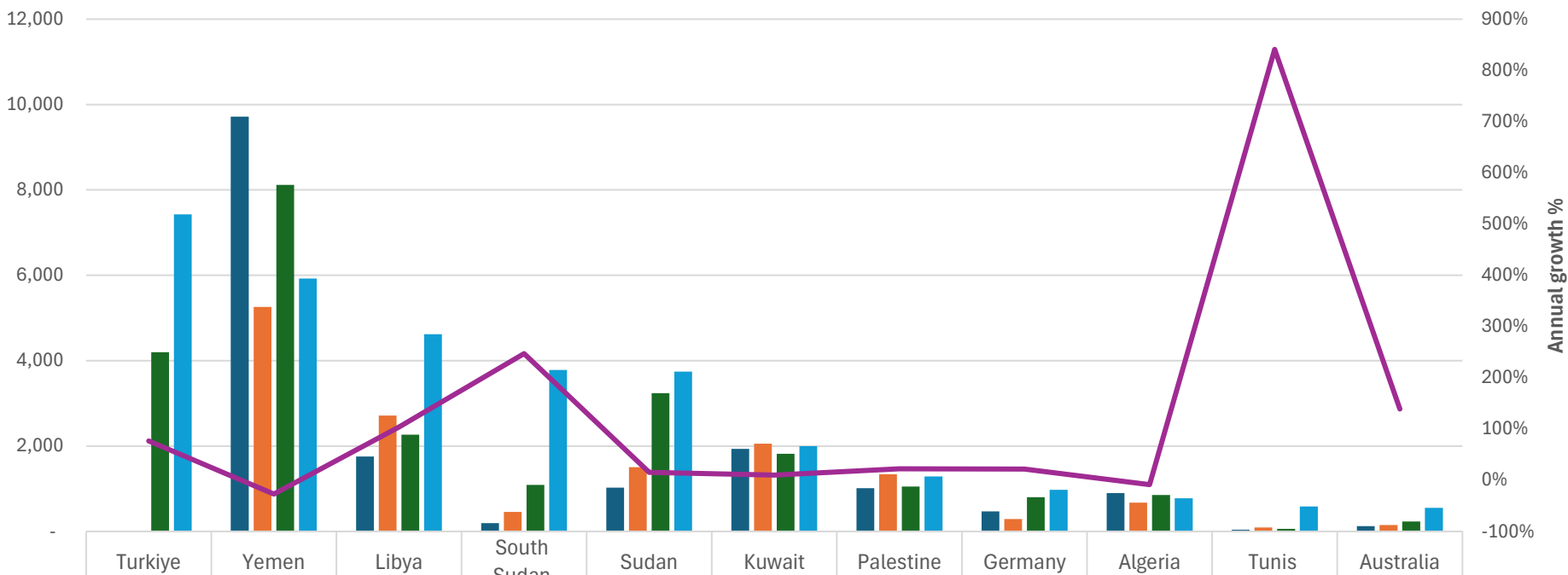
Rank	Country	Export Value (2023) in Million USD	Export Quantity in Ton (2023)	Share in Egypt's Export	Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/unit) in 2023
1.	Sudan	10	7,372	22%	-14%	1,448
2.	Saudi Arabia	9	3,963	19%	2%	2,164
3.	Libya	4	1,892	10%	104%	2,376
4.	Jordan	4	2,157	9%	4%	2,175
5.	Morocco	3	985	8%	8%	3,366
6.	Palestine	3	829	7%	43%	4,066





Top Export Destinations and Growth Trends in 2023 - GOEIC

Egyptian Halawa Tahiniya: Top Export Destinations and Growth Trends in 2023



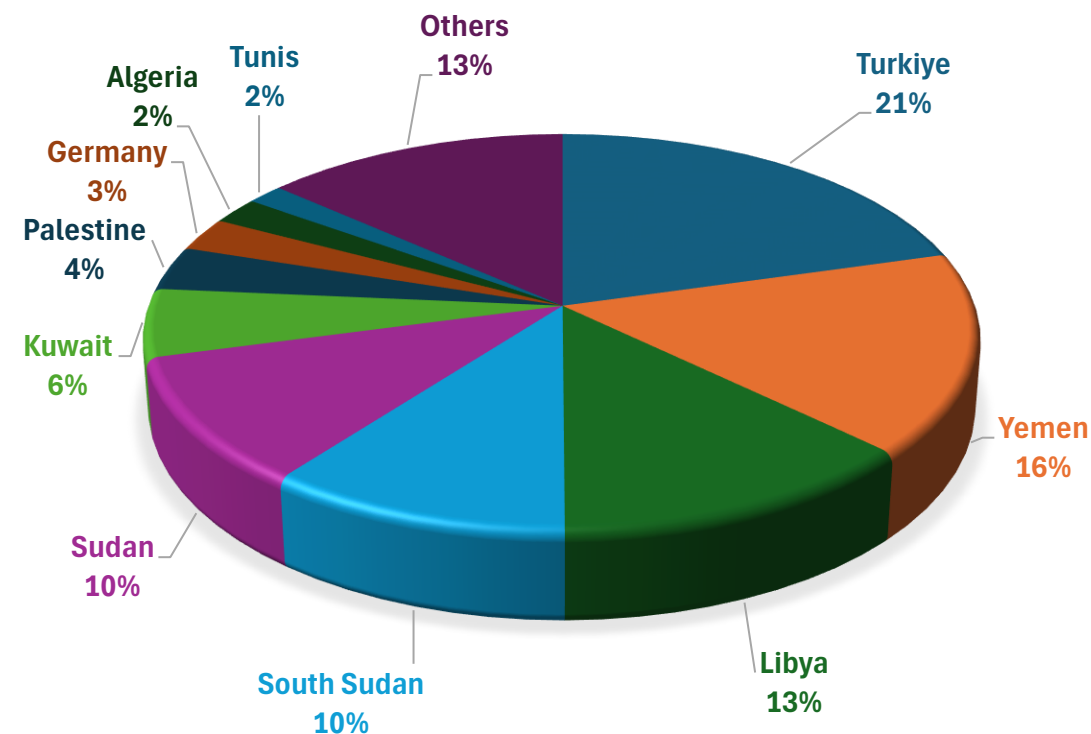
Value Exported in 2020 in Thousand (USD)	Turkiye	Yemen	Libya	South Sudan	Sudan	Kuwait	Palestine	Germany	Algeria	Tunis	Australia
Value Exported in 2021 in Thousand (USD)	-	5,262	2,714	457	1,507	2,058	1,338	291	675	92	149
Value Exported in 2022 in Thousand (USD)	4,197	8,120	2,265	1,090	3,242	1,818	1,053	803	854	62	231
Value Exported in 2023 in Thousand (USD)	7,424	5,926	4,620	3,785	3,744	2,001	1,286	976	778	586	552
Annual Growth in Value Between (2022-2023) %	77%	-27%	104%	247%	15%	10%	22%	22%	-9%	841%	139%



## Egyptian Export Market Share by Country in 2023 in % (GOEIC Data) based on Value) Halawa Tahinia

Rank	Country	Export Value (2023) in Million USD	Export Quantity in Tons (2023)	Share in Egypt's Export	Annual Growth Rate in Value between (2022-2023)	Average Unit value (USD/u nit) in 2023
1.	Turkiye	7	2,682	21%	77%	2,846
2.	Yemen	6	2,915	16%	-27%	1,986
3.	Libya	5	1,914	13%	104%	2,430
4.	South Sudan	4	1,449	10%	247%	2,591
5.	Sudan	4	1,817	10%	15%	2,248
6.	Kuwait	2	777	6%	10%	2,471

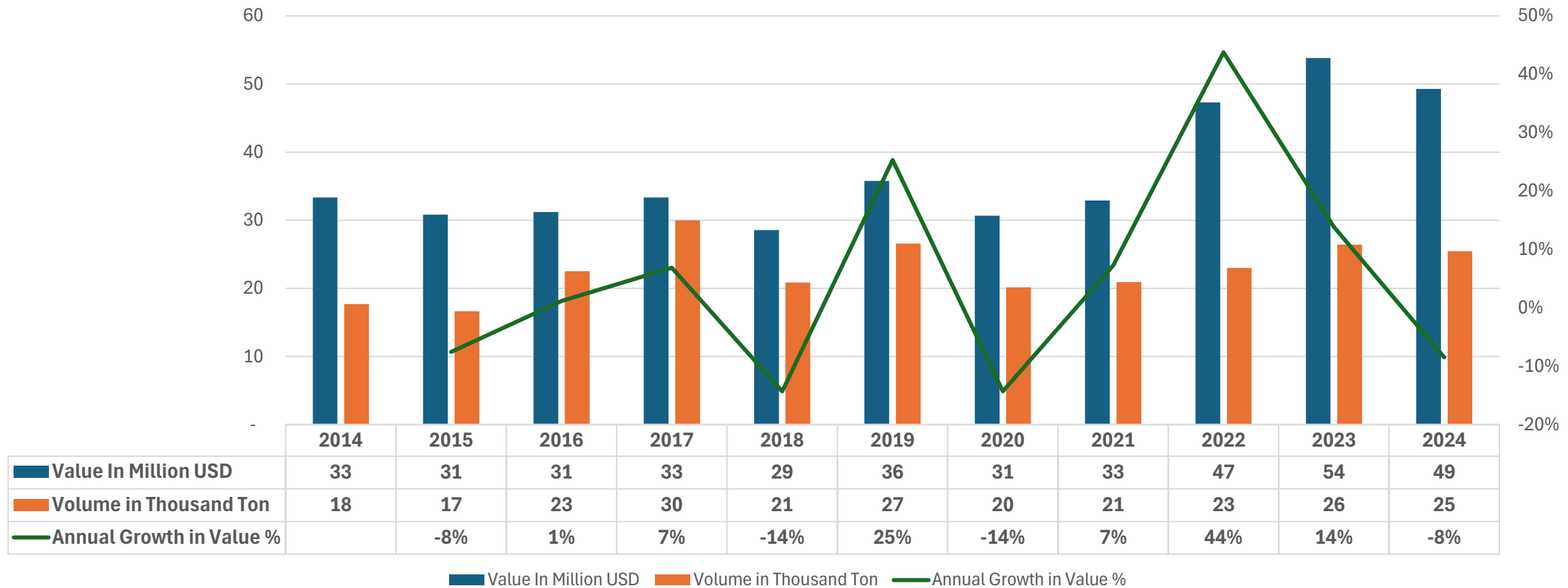
EGYPTIAN EXPORT MARKET SHARE BY COUNTRY  
IN 2023 GOEIC DATA (HALAWA TAHINIA)



# "Egypt's Exports of Sugar Confectionary During the First 10 Months of Each Year"

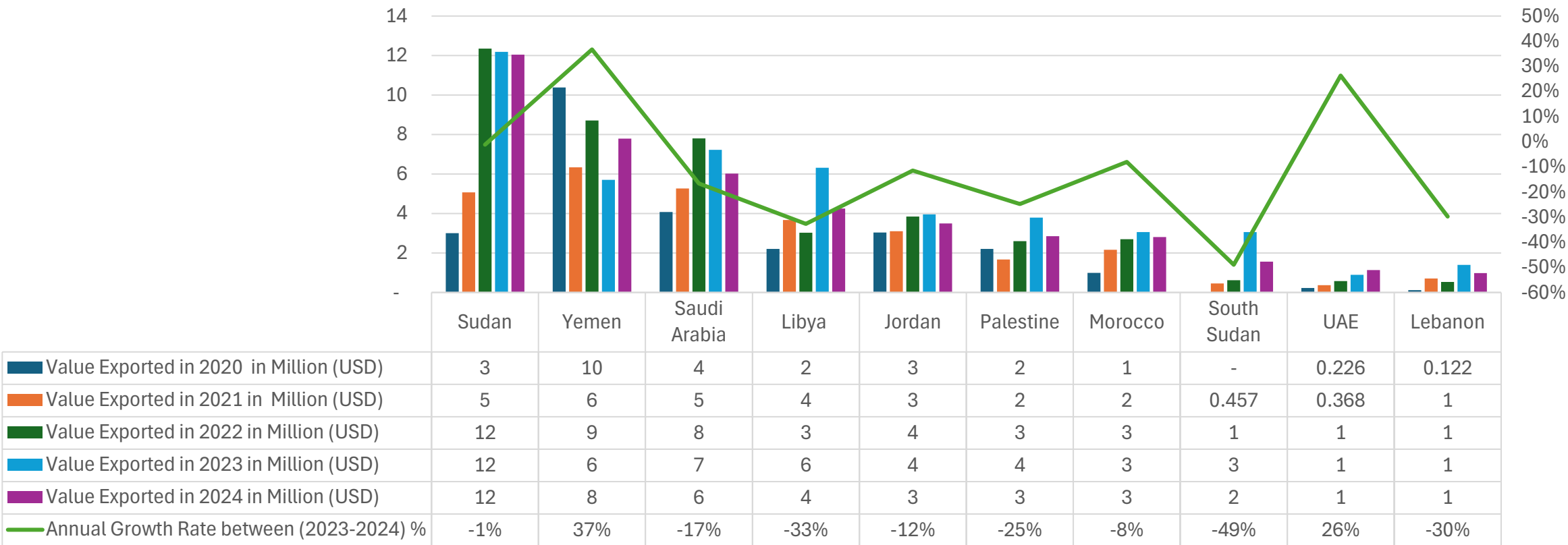
Under HS Code: 170490

## "Egypt's Exports of Sugar Confectionary During the First 10 Months of Each Year" from(Jan - Oct)



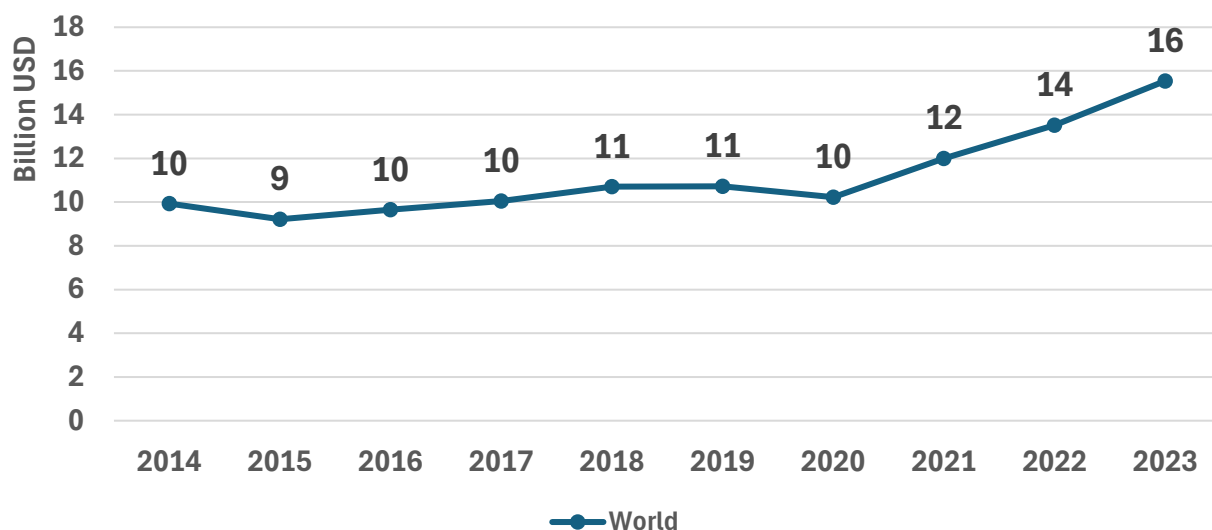
Egypt's Exports Top Destinations of Sugar Confectionary During the First 10 Months of Each Year"
from(Jan - Oct) HS Code: 170490

Egypt's Exports Top Destinations of Sugar Confectionary During the First 10 Months of Each Year"
from(Jan - Oct)

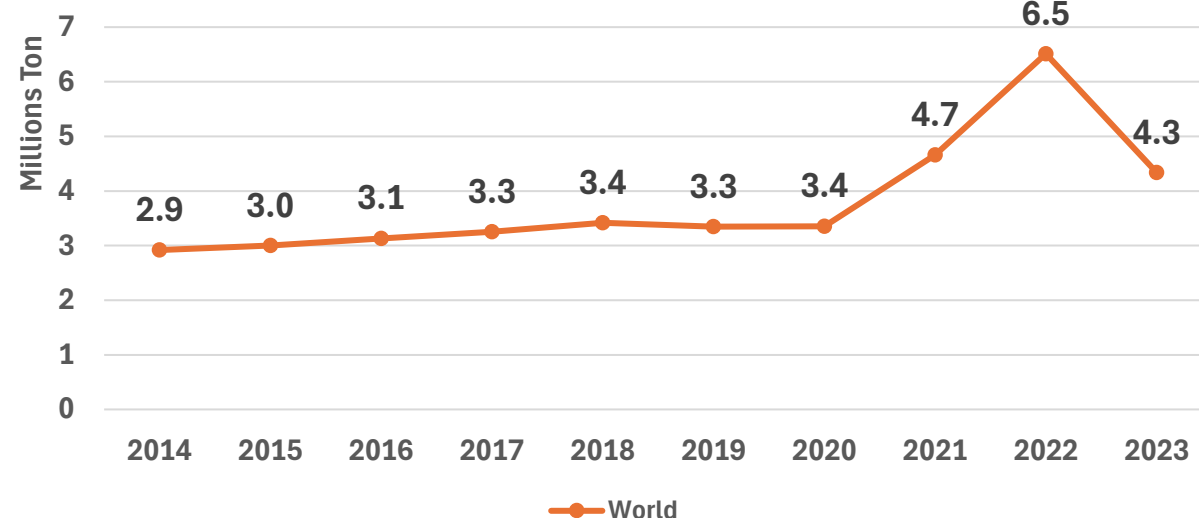


# Global Imports and Trend Analysis

Global Import Values from 2014 to 2023 (in Billion USD)



Global Import Quantities from 2014 to 2023 (in Million ton)



During the examination of global imports and trends, it was observed that the total import value for 2023 amounted to 16 billion USD, accompanied by a corresponding quantity of 4 million tons. Between 2019 and 2023, import values demonstrated an annual growth rate of 12%, while import quantities showed an annual growth of 6%, and 17% growth in value between 2022 and 2023 suggesting an upward trajectory in prices throughout this timeframe.

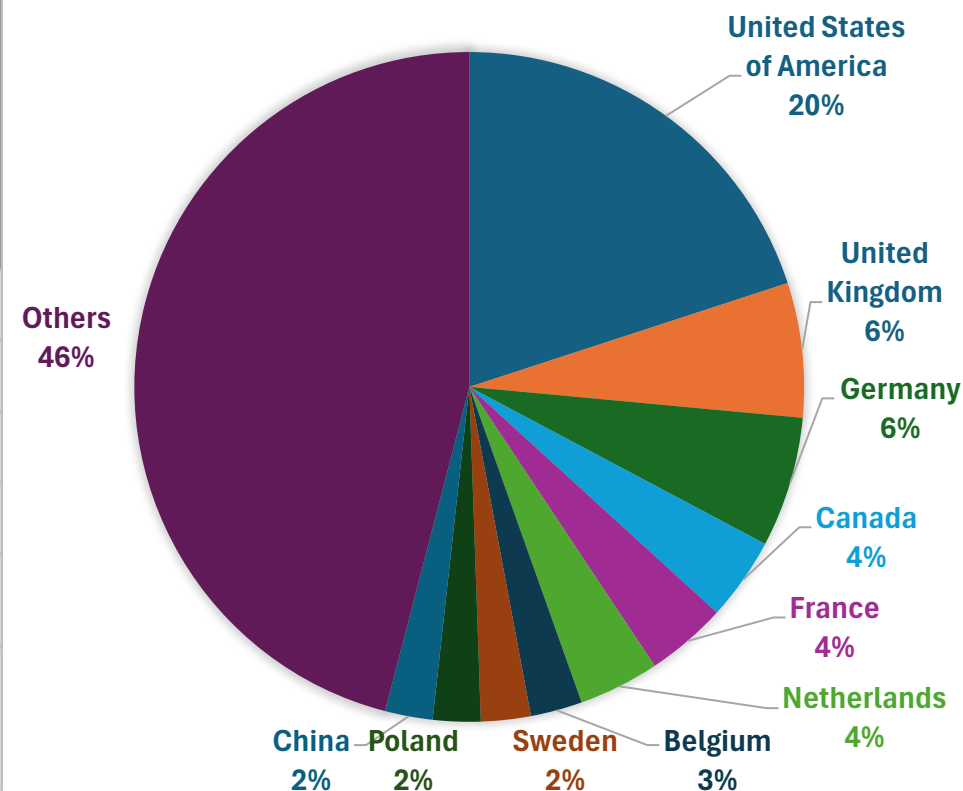


# Top Importing Markets Globally in 2023

## Top Importing Markets Globally: Import Value, Quantity, and Growth Trends in 2023

Rank	Country	Import Value in Million USD	Import Quantity in Ton	Share in Global Imports	Annual Growth (Value, 2019-2023)	Annual Growth (Quantity, 2019-2023)	Annual Growth (Value, 2022-2023)	Unit value (USD/unit)
1.	USA	3,123	835	20%	15%	7%	9%	3,739
2.	UK	1,015	261	6%	14%	12%	28%	3,897
3.	Germany	981	208	6%	7%	2%	30%	4,711
4.	Canada	621	155	4%	12%	3%	13%	4,007
5.	France	612	128	4%	11%	8%	21%	4,755
6.	Netherlands	601	128	4%	10%	1%	37%	4,686

## TOP IMPORTING MARKETS GLOBALLY



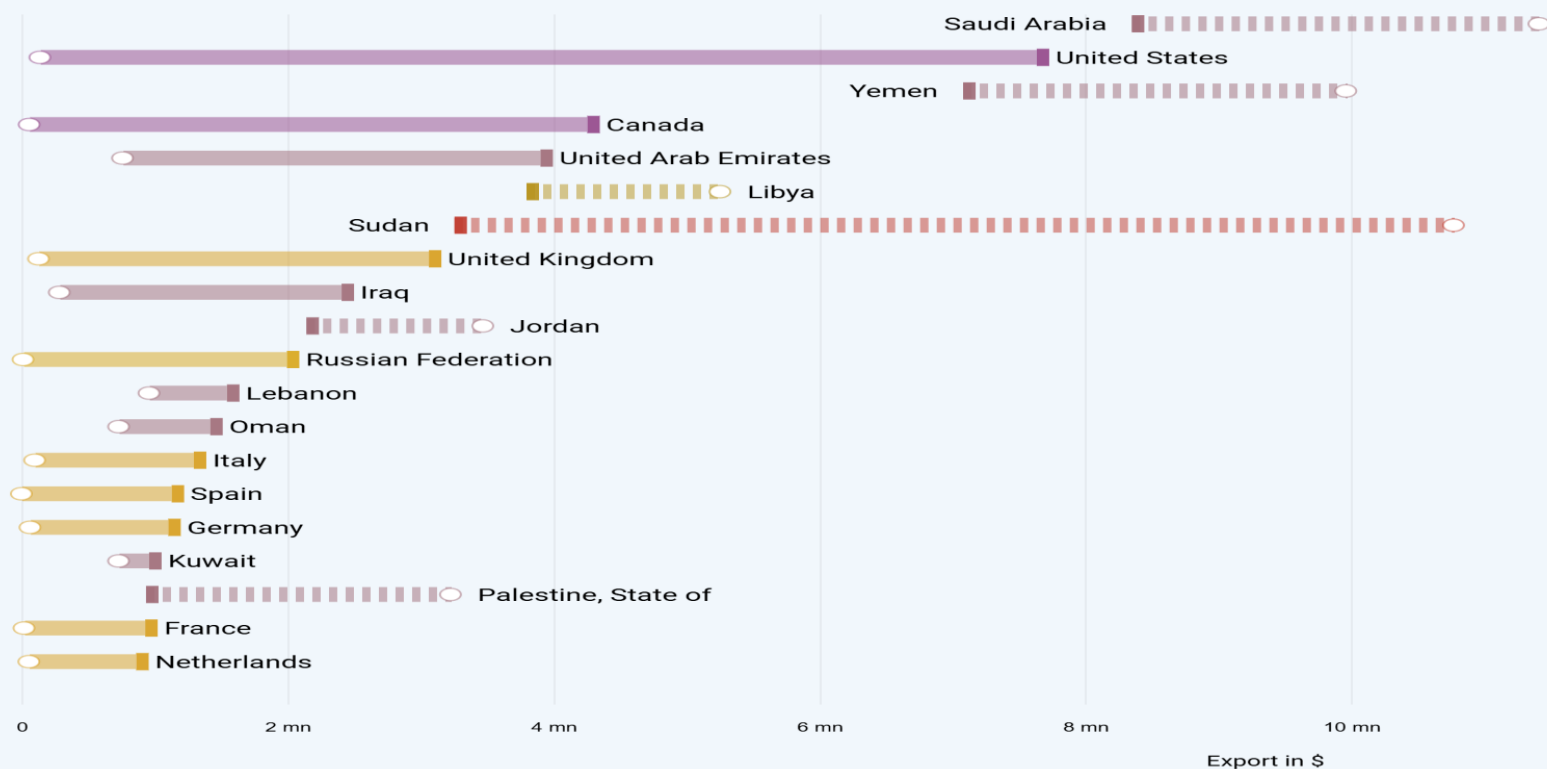
# Top Exporting Markets Globally in 2023

Top Exporting Markets Globally: Export Value, Quantity, and Growth Trends in 2023

Rank	Country	Export Value in Million USD	Export Quantity in Thousand Tons	Share in Global Exports	Annual Growth in Value (2019-2023)	Annual Growth in Quantity (2019-2023)	Annual Growth in Value (2022-2023)	Unit value (USD/unit)
1.	Germany	2,075	428	13%	14%	8%	19%	4,848
2.	China	1,492	470	9%	16%	13%	14%	3,173
3.	Mexico	1,099	343	7%	14%	21%	11%	3,206
4.	Belgium	988	234	6%	7%	2%	27%	4,228
5.	Spain	950	238	6%	14%	6%	22%	3,991
6.	Netherlands	939	788	6%	10%	4%	33%	4,946



# Market Forecast



## Markets with potential for Egypt's exports of Sugar confectionery

### Legend






- Export potential
- Actual exports
- Potential to actual exports gap
- Middle East
- North America
- EU & West Europe
- Northern Africa
- Eastern Africa
- East Europe & Central Asia

ITC Export Potential Map  
[exportpotential.intracen.org](http://exportpotential.intracen.org)

## Key findings

The United States presents the greatest potential for Egypt's exports of sugar confectionery under HS code 170490. It has the largest absolute gap between potential and actual exports, indicating an opportunity to increase exports by an additional \$7.4 million in value terms.

## Export Potential of Egypt Across Top Countries

	Country	Export Potential	Actual Export Value	Unrealized Potential Remaining	MFN Duties Applied	Preferential Tariff
	USA	\$7.6 mn	\$139 K	\$7.4 mn	4.5%	None
	Canada	\$4.2 mn	\$58 K	\$4.1 mn	0%	None
	UAE	\$3.8 mn	\$761 K	\$3.1 mn	5%	0%
	UK	\$3 mn	\$129 K	\$2.9 mn	12%	0%
	Iraq	\$2.3 mn	\$285 K	\$2.1 mn	5%	0%

Egypt's sugar confectionery exports under HS code 170490 have a total unrealized potential of \$19.6 million across the top five markets.

Source: ITC (Market Access Map)





# USA Market

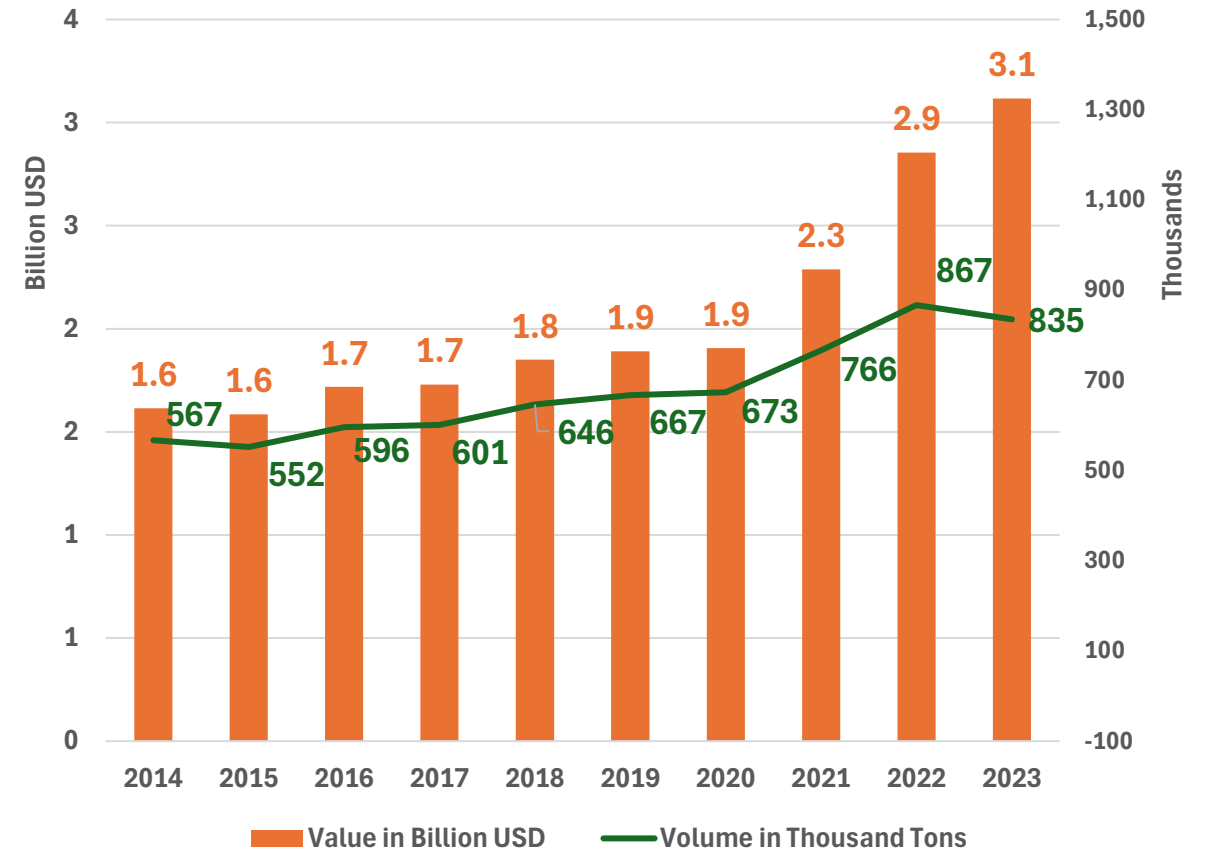
## Overview of USA Import Performance in 2023 (Trade Map)

- USA's imports represent 20%.
- Its ranking in world imports is 1st
- Total Imports: 3.1 billion USD
- Import Quantity: 835 thousand ton
- Unit Value(USD/unit): 3,739

## Annual Growth Analysis

- Annual Growth Value (2019-2023): 15%
- Annual Growth Quantity (2019-2023): 7%
- Annual Growth Value (2022-2023): 9%

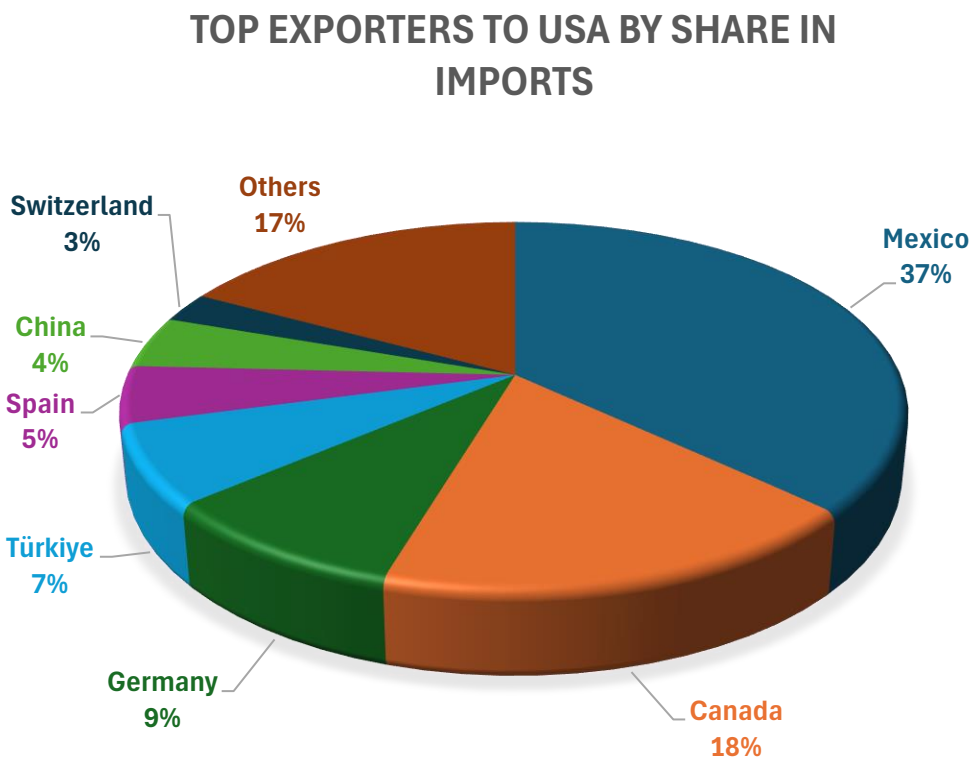
USA Sugar Confectionery not containing cocoa (2014-2023)



# Top Exporters to USA

**Top Exporters to USA by Share in Imports: Import Value, Volume, and Unit Value in 2023 and compared to Egypt**

Exporters	Imported Value in Million USD	Imported Volume in thousand tons	Share in USA's Import	Annual Growth in Value (2019-2023) %	Annual Growth in Volume (2019-2023) %	Annual Growth in Value (2022-2023) %	Unit Value (USD/unit )
Mexico	1,148	356	37%	17%	7%	12%	3,222
Canada	551	122	18%	10%	1%	12%	4,507
Germany	283	62	9%	19%	12%	1%	4,548
Turkiye	219	78	7%	23%	14%	23%	2,794
Egypt	163 thousand	37	0	26%	20%	65%	4,405



**Source: ITC**

To explore the market access conditions in USA: [Market Access Map \(macmap.org\)](https://macmap.org)

# Conclusion

- The global market for non-cocoa sugar confectionery, under HS code 170490, demonstrated significant growth from 2019 to 2023, reaching \$16 billion in value and 4 million tons in volume by 2023. This growth, at an annual rate of 12% in value and 6% in volume, highlights the increasing global demand for these products. Egypt's performance in this market, with exports totaling \$65 million and 32 thousand tons in 2023, positions the country as a modest player, ranking 40th globally with a 0.4% share of total exports.
- Key importing markets, including the USA, UK, Germany, Canada, France, and the Netherlands, together accounted for approximately 45% of global imports in 2023, with the USA leading at a 20% share. On the export side, countries like Germany, China, Mexico, Belgium, Spain, the Netherlands and Turkiye dominated, collectively holding a 47% share of global exports.
- For Egypt, the export potential map identifies the United States presents the greatest potential for Egypt's exports of sugar confectionery under HS code 170490. It has the largest absolute gap between potential and actual exports, indicating an opportunity to increase exports by an additional \$7.4 million in value terms.
- The U.S. market for sugar confectionery has experienced consistent growth, with import values doubling from \$1.6 billion in 2014 to over \$3.1 billion in 2023, despite a slight decrease in volume that year. Between 2019 and 2023, the market saw an annual growth rate of 15% in value and 7% in volume. Additionally, from 2022 to 2023, the import value grew by 9%, reflecting continued demand in the sector.

## References

- **GOEIC** General Organization for Export and Import Control (GOEIC)
- **ITC** (International Trade Centre)
- **Trade Map**
- **Market Access Map**
- **Export Potential Map**
- **Mordor Intelligence**
- **Statista**
- **FAO**
- **World Population Review**
- **Candy Industry**

## Appendix

[Sugar Confectionary Report Attachments - Google Drive](#)

### FEC Market Intelligence Unit :

For more details, please check our website:

[www.feceg.com](http://www.feceg.com)

Facebook Page: Food Export Council

Email: [foodexportcouncil@feceg.com](mailto:foodexportcouncil@feceg.com)



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