

CONFECTIONARY SECTOR OF PAKISTAN

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PRODUCT PROFILE

In Pakistan the confectionery market consists of candies, toffees, gums & jellies. It is difficult to estimate the market size in terms of either units or weight because of the numerous varieties of products available in the market. The candies comprise nearly 35% of the total confectionery market in Pakistan. Hilal was considered to be the leader in this category with its Aamrus, Hajmola, Khopra & Coolyaar products. But now, Candy Land with its flagship brands like Fanty & Cola also holds considerable share of the category.

Toffee's share in the total market share is also 15%. The major product is Cadbury's Éclairs. The category's share in the market is nearly 30%. The category of gums has started selling in good terms. The brand 'DING DONG' of Hilal has virtually become the case study in Pakistan market due to its tremendous Brand recall & Equity. It is the largest selling brand in all the categories of confectionery in Pakistan market. Previously the only mention-able name was of Mayfair Bubble but in the past 5-6 years, CandyLand launched Dyno Gum, Fresh & Juicy, SimSim, Campus, B.P. has launched Stick Gum, Hilal launched center filled bubble 'Fresh Up' & Kidco recently re-launched its center filled bubble with the brand name of 'Centro'. The smallest contributor to the market share with an approximate share of 8 - 10%. CandyLand was the market leader in this category now Hilal & some others have also launched jellies. Mouth Freshener, Meva (Dry Fruit), & Chalia.

TOP IMPORTING COUNTRIES IN THE WORLD

Importing Country/est	Import Value (USD Billion)
World	74.09
USA	7.12
China	4.18
Indonesia	3.55
Germany	2.77
UK	2.19

Source: ITC, Trade Map



EXPORTS FOR THE LAST THREE YEARS (USD MILLION)

HS Code	Product	2022-23	2023-24	2024-25
Grand Total				
1704	Sugar confectionery not containing cocoa, incl. white chocolate	117.40	96.43	94.9
1702	Other sugars, incl. chemically pure lactose, maltose, glucose and fructose	73.48	68.99	67.63
1703	Molasses resulting from the extraction or refining of sugar	24.47	35.07	11.14
Grand Total		215.35	200.49	173.69

Source: ITC, Trade Map

TOP EXPORT DESTINATIONS FOR CONFECTIONARY HS-1704

1. UAE
2. Oman
3. Afghanistan
4. USA
5. UK

TOP EXPORT DESTINATIONS FOR CONFECTIONARY HS-1702

1. USA
2. Afghanistan
3. Canada

TOP EXPORT DESTINATIONS FOR CONFECTIONARY HS-1703

1. Korea
2. Turkey
3. Egypt

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