

PAKISTAN CONFECTIONERY INDUSTRY



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information

exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.





INTRODUCTION

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 today's prevailing conditions Sweet Hill's range with Cow candy, Butter Up & Dr Milk, Kidco's 4Ever & Mayfair's Creamers' range have been quite successful. CandyLand with its flagship brands like Fanty & Cola also holds considerable share of the category.

Toffees' 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 mentionable name was of Mayfair Bubble but in the past 5-6 years, CandyLand launched Dyno Gum, Fresh & Juicy, Sim Sim, 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.

HS Code for confectionery is 1704

CALORIC CONTENT

Food value of selected confections				
	Chemical composition (g per kg)			Caloric content (kcalper 100 g)
	Carbohydrates	Fats	Protein	
Caramels	750-895	0-120	0-34	3,760-4,650
Candies	700-865	0-380	0-70	3,800-5,970
Fruit-marmalade sweets	650-740	-	-	3,060-3,510
Chocolates	1 80-550	200-400	50-240	4,490-6,030
Halvah	370-400	300-330	170-190	5,450-5,560
Dragée	670-930	0-175	0-55	3,820-4,790
Cookies	620-670	80-155	110-140	4,180-4,700
Cakes, Pastries	340-530	120-390	50-70	3,560-5,530

TESTING / CERTIFICATIONS/ REGISTRATION AGENCIES





PACKAGING & STORAGE

Pure Food Ordinance, 1960 (hereinafter referred as “the Ordinance”) and Pure Food Rules, 1965 (hereinafter referred as “the Rules”) are the basic laws which govern the preparation and sale of foods in the Pakistan.

Section 11 of the ordinance deals with the license for manufacturing, storage and sale of food goods.



TOP IMPORTING COUNTRIES



PAKISTAN EXPORTS

Product	Value in 2015	Value in 2016	Value in 2017	Value in 2018	Value in 2019
World	78,891	76,918	102,338	58,817	78,711
Afghanistan	38,683	43,452	66,462	22,436	37,475
Djibouti	2,219	630	1,840	3,161	4,757
Kenya	1,041	1,007	1,107	2,078	3,998
Yemen	2,965	2,892	1,444	2,380	2,206
United Arab Emirates	2,284	2,159	2,148	2,216	2,205
Somalia	933	882	1,489	1,961	2,150
Nigeria	340	156	118	224	1,929
United States of America	709	1,188	1,262	1,551	1,802
United Kingdom	1,779	1,977	1,932	1,688	1,486
South Africa	1,763	1,095	2,341	1,461	1,389

Sources: Trade map

UNIT VALUE: THOUSAND US DOLLARS



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