

# Export News

## I N D O N E S I A

# Confectionery

## Indonesian Sugar Confectionery



## WHAT'S INSIDE

Indonesia has become a potential exporter of sugar confectionery products. With the development of Indonesian sugar confectionery industry and with more variety of products, Indonesia is ready to fulfill the needs for quality sugar confectionery sought after and in the global market.

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Dear awesome readers,

Sugar confectionery is currently no longer food for children but it is consumed by people from all ages. Sugar confectionery is consumed not only as snack or guilty pleasure but also sent as present or gift in special moments such as birthdays or Valentine's Day.

People from all walks of life prefer sugar confectionery because of its affordable price when compared to chocolate confectionery which is relatively pricier. The development of sugar confectionery is very dynamic in terms of taste, appearance and packaging designs.

Indonesia has huge potentials to be a major exporting country of sugar confectionery and competing with European countries which currently dominate the trade of sugar confectionery. The export volume of sugar confectionery from Indonesia keeps rising from year to year which means Indonesian sugar confectionery is loved by the global consumers.

The April edition of Export News discusses Indonesian sugar confectionery from export development to other important information needed to buy Indonesian sugar confectionery products.

Thank you.

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# A Thousand Flavors Of Sugar Confectionery



**Confectionery, sometimes also called sweets or candy, is sweet food. In general, confectionery is divided into two groups: bakers' confections and sugar confections. These two groups, however, are sometimes overlapped.**

Baker's confectionery, or flour confections, consists of sweet pastries, cakes and similar baked products. This group is more popular in the Middle East and Asia.

Meanwhile, sugar confectionery usually consists of products such as sweets, candied nuts, chocolates, chewing gum, and other products that are primarily made of sugar.

Currently sugar confectionery is no longer relying on its sweetness, acquired from sugar as its raw material. Business players in confectionery industry keep improving their products including by developing new flavors of candies they produce. Customers, who are becoming more varied, also influence the latest development in confectionery flavors.

More and more confectionery products with flavors identical to other food and drinks. For example, candies used to have limited flavors such as chocolate, mint, and peanuts but now there are new flavors such as ice cream, green tea, milk, coffee, cola and even Oreo, a recent popular snack. Sugar confectionery players are developing various new flavors as a form of business innovation so as to keep their customers.

Basically, sugar confectionery is consumed to fulfill consumers' urge to chew something sweet, just for fun, while doing other activities. Now a number of sugar confectionery products have certain benefits which are aimed at particular target consumers. One example is specialized candy for smokers who want





to quit. Smokers usually replace smoking by taking chewing gums but now there is as specialized candy for smokers with special effects such as mouth freshener and preventing teeth stains.

Another example is throat lozenges which is basically a development of mint flavored candy. This type of candy contains ingredients which soothe irritated throat. This variant is currently widely taken by smokers who want to quit their habit.

#### **CHEWY AND HEALTHY**

Children love chewy candy which is available in various forms, colors and flavors. However, nowadays adult consumers have also started to like chewy

candy although they still consider the effects on their health.

Observing such trend, a European candy maker has started to develop chewy candy such as chewing gum with nutrition contents which are beneficial to health. The candy maker predicted that in the coming years, sugar confectionery consumers will choose not only sweet candy products but also those which can give health benefits. The prospect for such products is estimated to widen considering that consumers are getting aware of the importance of being healthy. The company is currently developing starch-free chewy candy for a healthier product. Besides, removing starch from raw materials can save time and candy production costs.



**Consumer behaviors greatly affect sugar confectionery markets. Currently there are at least three elements which are affecting sugar confectionery market, they are the population of consumers' age group, consumers' lifestyle, and consumers' health awareness.**

Consumers' age significantly affects the consumption pattern of sugar confectionery. In the past, sugar confectionery is mostly consumed by children while nowadays the trend is shifting to more and more teenagers and adults consume sugar confectionery. Therefore, the population of such age groups will affect the size of sugar confectionery market.

Consumers' age group is also related to lifestyle. Currently people consume sugar confectionery not only because of urge but has become a lifestyle. For example, businesspeople usually, conscious or not, are doing their activities while taking chewing gum. Another example is Valentine's Day culture which is marked by giving sugar confectionery as gifts in the form of white chocolate in various shapes and sizes.

However, there is another factor which causes market size for sugar confectionery to decline, which is the consumers'

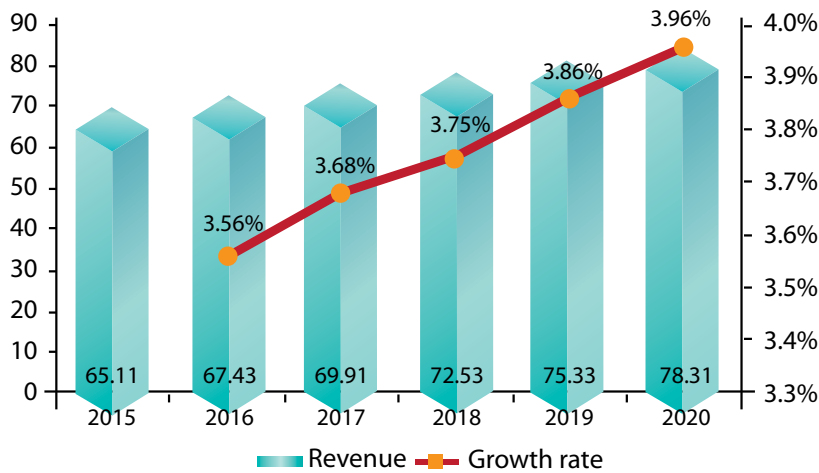
health awareness. Nowadays people are becoming more aware on the importance of being healthy and becoming more careful in choosing what they consume. Sugar confectionery with its high level of sugar content starts to be considered as a food not so good to health as it increases sugar level in blood. This factor has become a challenge for sugar confectionery businesses in marketing their products by ensuring the benefits of their products. This condition has resulted in the emergence of sugar-free candy which becomes a competitor in sugar confectionery market.

In addition to influences from consumers, sugar confectionery market is also affected by the market of another product, the chocolate products. Both products are not only competing but also supporting each other. Because sugar confectionery and chocolate products are so similar, they are often placed side-by-side in various retailers so buyers can choose either or even buy both of them.

Although the sugar confectionery market is being challenged by health issues, it is predicted for the coming years until 2020 that the sales of sugar confectionery in global market will continue to increase by an average of 3.76%. The market in Asia Pacific region has the largest affect to the development of world's sugar

confectionery market. A market research agency estimated that sales of world's sugar confectionery will increase from US\$65.11 billion in 2015 to US\$78.31 billion by 2020. The increasing demands of

sugar confectionery is mainly influenced by increasing income, urbanization and hectic lifestyle. The following is the prediction for sugar confectionery demands in the next few years:

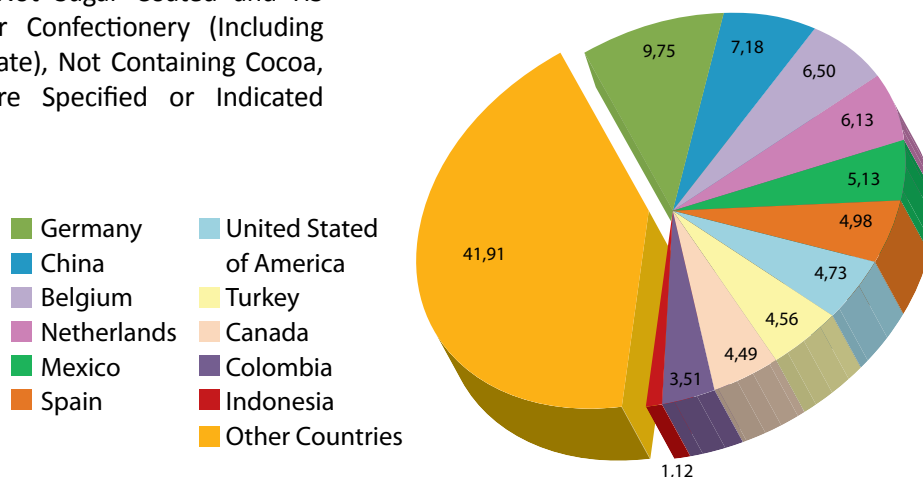


Source: Technavio

## Indonesian Sugar Confectionery

Sugar confectionery is grouped under Harmonized System (HS) 1704 which consists of HS 170410 Chewing Gum, Whether or Not Sugar Coated and HS 170490 Sugar Confectionery (Including White Chocolate), Not Containing Cocoa, Not Elsewhere Specified or Indicated (Nesoi).

Indonesia ranked as the world's 24th largest exporter of sugar confectionery with market share of 1.12%. Major exporters are dominated by European countries such as Germany, Belgium, the Netherlands and Spain. The following is the pie chart depicting the world's major exporters of sugar confectionery:



Major exporters of sugar confectionery products in 2014 (in %)

## Market Review

In 2015, Indonesia exported sugar confectionery worth US\$120.92 million, decreasing by 8.72% when compared to export value in the previous year although the volume increased by 8.50%

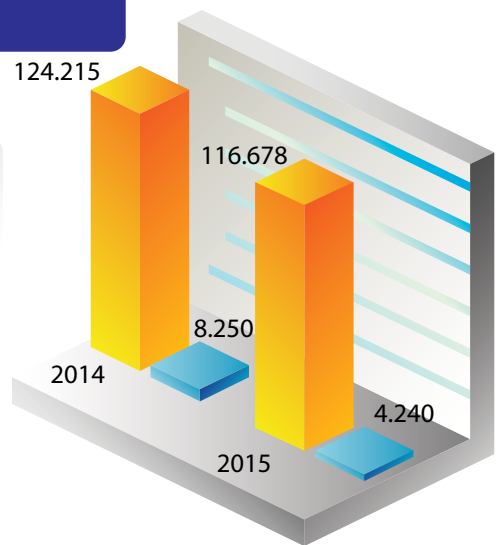
From two sugar confectionery products, the most exported products by Indonesia in the past five years (2011-2015) were those grouped under HS 170490 Sugar Confectionery (Including White Chocolate), Not Containing Cocoa, Not Elsewhere Specified or Indicated (Nesoi). The export value increased with a trend of 1.34%. The export value reached US\$108.35 million in 2011 and US\$116.68 million in 2015. The export value in 2015

decreased by 6.07% from the previous year although the volume increased by 11.30%. This shows that prices were decreasing for goods grouped under HS 170490.

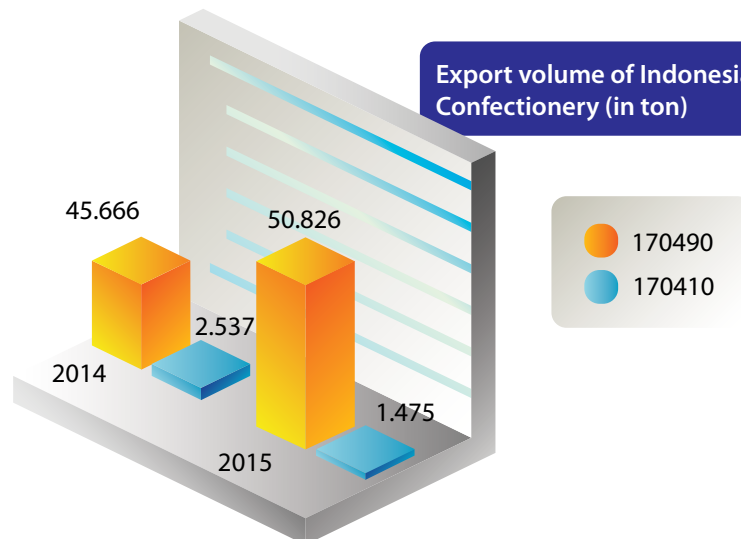
Products grouped under HS 170410 suffered from decreasing export value from US\$5.57 million in 2011 to US\$4.24 million in 2015. The export value in 2015 dropped significantly by 48.61% from US\$8.25 million in 2014. The volume also plummeted drastically by 41.86%.

The following graphs describe export performance of Indonesian sugar confectionery products:

Export value of Indonesian Sugar Confectionery (in US\$ thousands)



Export volume of Indonesian Sugar Confectionery (in ton)





Indonesian sugar confectionery products are exported to various countries, especially in Asia. The largest importer in 2015 was the Philippines with an import value of US\$21.75 million, or increasing by 0.12% from the previous year. In the second place was Vietnam with an import of US\$17.13 million with a market share of 14.17% and followed by Thailand at US\$14.14 million (11.70%), the United States at US\$9.85 million (8.15%), Malaysia at US\$5.98 million (4.95%) and South Korea at US\$4.90 million (4.06%). Among the Top 10 importers, the United States experienced the largest import growth at 24.19%.

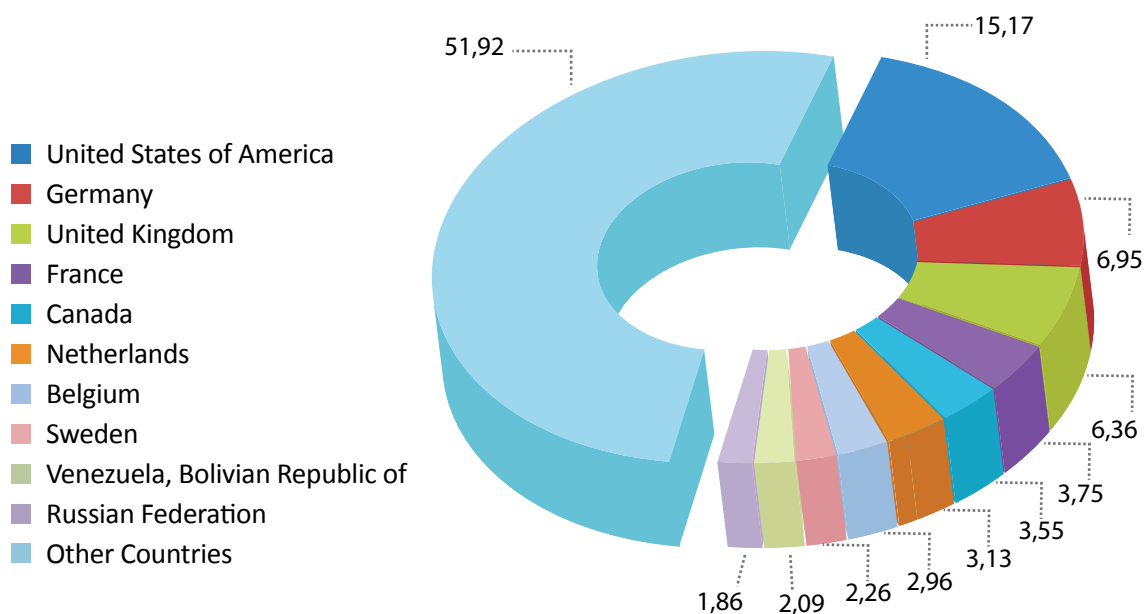
On the other hand, the world's import value of sugar confectionery kept growing in the past five years with a trend of 6.88%. The import value was US\$8.38 billion in 2010 and jumped to US\$11.07 billion in 2014. The United States was still the world's largest importer for sugar confectionery with an import value reaching US\$1.68 billion or 15.17% from the world's total import. The United

States' import value in 2014 increased by 6.90% from the figure in 2013. The figures showed that the United States' need for sugar confectionery products was still high and is estimated to keep growing.

Other major importer countries for sugar confectionery included Germany with an import value of US\$768.84 million for a market share of 6.95% in the second place and followed by United Kingdom at US\$703.45 million (6.36%), France at US\$415.58 million (3.75%), Canada at US\$392.79 million (3.55%), and the Netherlands at US\$346.03 million (3.13%). The following pie chart shows the world's major importers of sugar confectionery products in 2014:

Sugar confectionery products grouped under HS 170490 were more popular in 2014 with an import value of US\$10.05 billion, or 90.85% from the world total import of sugar confectionery. Products under HS 170410 only had a share of 9.15% with an import value of US\$1.01 billion.

**List of Importers for Sugar Confectionery  
(% Share in 2014)**



Major importers of sugar confectionery products in 2014 (in %)

## LIST OF EXPORTERS

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Website : -  
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Sugar Confectionery*

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[overseas@konimex.com](mailto:overseas@konimex.com)  
Website : [www.konimex.com](http://www.konimex.com)  
Product : *Biscuits, Crackers, Food And Pharmaceutical  
Grade Of Calcium Carbonate,  
Medicated Sweet, Medicinal Herbs,  
Other Confectionary Sugar, Sugar Confectionery,  
Sweet Biscuits*

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[novika.selvia@kino.co.id](mailto:novika.selvia@kino.co.id)  
Website : [www.kino.co.id](http://www.kino.co.id)  
Product : *Other Chocolate In Blocks, Slabs / Bars Filled,  
Sugar Confectionery, Waters, Including Mineral  
Waters And Aerated*

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Website : [www.mayora.com](http://www.mayora.com), [www.mayora.co.id](http://www.mayora.co.id)  
Product : *Other Chocolate In Blocks, Slabs/Bars Not Filled,  
Sugar Confectionery, Wafers And Other Sweet  
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# Indonesian Trade Promotion Center (ITPC)

**M** Manufactured Goods and Services

**K** Knock Down House and Garden Furniture

**F** Fashion, Life Style, and Creative Product

**F** Food and Beverage

**P** Premium SME's Product

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