



# **SUGAR AND CHOCOLATE CONFECTIONERY**

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## PRODUCTION

The sugar and chocolate confectionery sector in Türkiye is historically based on the production of traditional Turkish confectionery products such as Turkish delight and halva.

The Turkish confectionery sector has always been dynamic thanks to Türkiye's young and growing population, and traditional habits of consumption. Sugar confectionery plays a great role in Turkish tradition, being widely served as gifts during religious festivals, wedding ceremonies and celebrations. It is also a common choice of present when visiting family or friends. This traditional popularity means sugar confectionery performs much better in Türkiye than in many other countries.

However, despite their popularity, traditional confectionery products are strongly challenged by other confectionery products, particularly chocolate confectionery. Chocolate confectionery is one of the most dynamic products in Türkiye thanks to several factors, such as the young and rapidly growing population and their growing demand for chocolate with toys, developing distribution channels, manufacturers' heavy advertisements, new product developments and increasing multinational investments. The most popular types of chocolate confectionery are count lines, tablets and boxed assortments. Manufacturers have successfully diversified the number and type of products available.

Türkiye has the advantage of being self-sufficient in sugar which is one of the main confectionery ingredients. Türkiye is also in a very advantageous situation thanks to its dominance in the world production of dried fruits (dried apricots, raisins, dried figs) and edible nuts (hazelnuts, pistachios). The hazelnut, in particular, is now one of the basic ingredients widely used in the confectionery sector. Hazelnut flour, roasted and sliced hazelnuts are used in the production of sweets, cakes and biscuits. Hazelnut paste is used in the production of chocolate. The special products supplied for direct consumption are hazelnut puree, halva and hazelnut cream.

Turkish pistachios, are also used in the production of Turkish delight, halva and chocolate, and Turkish sultanas (raisins), as well as used in the production of certain cakes, biscuits, and confectionery products. The advantage of being a producer and supplier of various agricultural products combined with high technology, has increased the product variety in the industry. Apricots and dried apricots have been used in the production of newly developed confectionery products such as apricot bars, delight and paste in recent years.

Türkiye is not only in an advantageous situation with respect to the ingredients used in the confectionery sector but also provides good opportunity for its confectionery producers and exporters, with its increasing potential in the overall size of the market, an increasing young population, proximity to import markets, and a strong potential for growth in tourism.

Production trends of confectionery products are closely related to domestic and foreign demand. The production capacity is well over the domestic demand, and as a result, most middle and large-sized companies export their products.

Production of Turkish delight and halva dates back to ancient times. Turkish delight, as the name indicates, is a product originating in Türkiye. Sugar, glucose and cornstarch are the raw materials used in its production. Halva is consumed throughout the year by consumers. It is cheaper than many other sweets and, in addition, it is very delicious and nutritious. The ingredients used in its production are flour, semolina and sugar. Honey or grape molasses can also be used in some varieties of halva instead of sugar.

Changing lifestyles and increasing health consciousness among consumers are notable trends affecting the sector. Consumers are demanding more innovative products. Therefore, new products are introduced regularly to the Turkish confectionery market.

The sector has become one of the most important subsectors of the food industry using modern technology together with the traditional production methods. The Turkish sugar and chocolate confectionery sector has the most advanced technology in the Middle East, Balkans, North Africa, Baltics and Central Asia. Turkish products are more widely diversified and of a higher quality.

Quality is one issue that Turkish exporters give priority to. As a result of integration with the European Union (EU), Turkish food laws are being harmonized with the relevant EU Directives, ensuring that all consumers have access to safe products. In addition, Türkiye is actively taking part in the Food and Agriculture Organization / World Health Organization Codex Alimentarius Commission in the establishment of international standards. Many firms are applying quality systems like HACCP or ISO 9000 standards and trying to satisfy further demands of their customers.

## **EXPORTS**

Türkiye is a net exporter of confectionery products. The export value of sugar and chocolate confectionery reached at 2,8 billion US dollars in 2021, which constituted 1.26% of Türkiye's total export revenue (US\$ 224,7 billion), nearly the same proportion as the previous year.

Exports of sugar and chocolate confectionery increased steadily through the years and reached at 1.178 tons, in 2021. This remarkably high increase in export quantity has undoubtedly been achieved thanks to the recent modernization and technological improvements realized in the sector.

The Turkish confectionery producers and exporters are highly equipped to meet international standards and consumer preferences.

Iraq was the leading importer country taking over 20,8% of total exports of sugar confectionery in 2021. It was followed by USA (8,1%) and Germany (3,9%).

**Table: 1: Exports of Sugar and Chocolate Confectionery (HS 1704, 1806,1905,2007,2105)**

Product	2019		2020		2021	
	TONS	\$1000	TONS	\$1000	TONS	\$1000
Sugar confectionery not containing cocoa, incl. white chocolate	215.417	468.289	217.011	476.170	279.899	622.708
Chocolate and other food preparations containing cocoa	200.261	550.080	195.323	539.248	230.979	674.451
Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa; communion	521.031	1.071.798	535.084	1.082.251	566.266	1.183.138
Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking	69.794	219.243	75.986	269.746	81.333	292.785
Ice cream and other edible ice, whether or not containing cocoa	15.204	33.357	16.730	36.719	19.909	48.607
<b>TOTAL</b>	<b>1.021.706</b>	<b>2.342.767</b>	<b>1.040.133</b>	<b>2.404.135</b>	<b>1.178.386</b>	<b>2.821.688</b>

**Source:** Turkish Statistical Institute

**Table: 2: Exports of Confectionery Products by Major Countries 2021 (\$1000, TONS)**

Country	2021	
	TONS	\$1000
Iraq	245.518	512.861
U.S.A.	95.958	252.422
Germany	46.413	166.580
Israel	42.563	115.236
Libya	34.742	96.230
United Kingdom	31.839	85.184
Yemen	49.248	83.611
Belgium	17.068	79.898
UAE	21.314	55.396
Lebanon	22.001	51.149

**Source:** Turkish Statistical Institute

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Turkish confectionery products are exported to a wide range of countries in the world and the number of the countries importing confectionery products from Türkiye increases every year. Türkiye is now exporting various confectionery products to around 189 countries worldwide.

## TRADE FAIRS

- [Fairs in Turkey](#)

## USEFUL LINKS

- Aegean Exporters' Associations  
[www.egebirlilik.org.tr](http://www.egebirlilik.org.tr)
- Central Anatolian Exporter Associations  
[www.aib.gov.tr](http://www.aib.gov.tr)
- Istanbul Exporters' Association  
[www.iib.org.tr/tr/](http://www.iib.org.tr/tr/)
- Mediterranean Exporter Associations  
[www.akib.org.tr](http://www.akib.org.tr)
- Southeast Anatolia Exporters' Association

