REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

Sugar and Chocolate Confectionery

SUGAR AND CHOCOLATE CONFECTIONERY

PRODUCTION

The Turkish confectionery and chocolate products sector are one of the most dynamic sub-sectors of the food industry, supported by its deep-rooted history and strong traditional consumption culture. While the foundations of the sector are based on traditional Turkish sweets such as Turkish delight and halva, product diversity has continued to evolve through changing consumer preferences and modern production practices.

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 productsavailable.

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 4,5 billion US dollars in 2025, which constituted 1.6% of Türkiye's total export revenue (USD 273,3 billion).

Türkiye's confectionery sector maintained its strong position in international markets in 2025, with an export volume of 1.175 million tons and an export value of USD 4.5 billion. In recent years, modernization efforts within the sector, the use of advanced production technologies, and value-added product development activities have been the key factors supporting export performance.

The Turkish confectionery producers and exporters continue to develop innovative, high value-added products that align with evolving global consumer trends and expectations, while ensuring full compliance with international quality and food safety standards.

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

Product	2023		2024		2025	
	TONS	$1000	TONS	$1000	TONS	$1000
Sugar confectionery not containing cocoa, incl. white chocolate	316.808	907.051	322.412	923.512	300.009	901.944
Chocolate and other food preparations containing cocoa	241.569	879.768	240.624	945.868	253.096	1.408.882
Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa; communion	526.896	1.493.807	551.354	1.613.383	521.931	1.725.252
Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking	80.998	294.012	78.488	364.873	84.883	439.955
Ice cream and other edible ice, whether or not containing cocoa	21.469	75.634	18.428	69.797	15.802	72.822
TOTAL	1.187.740	3.650.272	1.211.306	3.917.433	1.175.722	4.548.855

Source: *Turkish Statistical Institute*

Table: 1 Sugar and Chocolate Confectionery Exports by Countries 2025 ($1000, TONS)

Country	2025	
	TONS	$1000
Iraq	**226.356**	**719.145**
U.S.A.	**121.091**	**551.138**
Germany	**49.710**	**271.210**
United Kingdom	**42.933**	**193.596**
Russian Federation	**32.085**	**152.833**
Saudi Arabia	**38.509**	**147.666**
Belgium	**19.192**	**131.743**
Libya	**28.592**	**116.455**
Syria	**41.249**	**105.972**
Italy	**11.324**	**91.490**

Source:*Turkish Statistical Institute*

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 198 countries worldwide.