



Harvesting Innovation, Cultivating Sustainability



CONFECTIONERY

Product Profile

— For International Buyers —

Overview:

- The confectionery industry is one of the fastest-growing segments of Pakistan's processed food sector, driven by rising domestic production, expanding manufacturing capacity and increasing international demand for competitively priced food products.
- The industry encompasses a diverse range of sugar confectionery, chocolates, biscuits, wafers, chewing gum, snack bars and bakery-based confectionery products.
- Pakistan has developed a modern confectionery manufacturing industry equipped with automated production lines, internationally recognized quality management systems and Halal-certified manufacturing facilities.
- The country's strategic location, competitive production costs and abundant availability of agricultural raw materials, including sugar, wheat, dairy products, cocoa substitutes, nuts and fruits, provide significant advantages for export-oriented manufacturing.
- Pakistani confectionery products are exported to more than 70 countries across the Middle East, Central Asia, Africa, Europe and North America.
- Manufacturers continue to diversify their product portfolios through innovation, attractive packaging and private-label manufacturing, enabling them to compete effectively in international retail and foodservice markets.

Pakistan's Confectionery Industry

-  Rising investment in food processing
-  Increasing adoption of international food safety standards
-  Growing demand for Halal confectionery
-  Expansion of modern retail chains
-  Strong export demand from GCC and African markets
-  Availability of cost-effective skilled labour
-  Competitive access to sugar and agricultural inputs



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Ministry of Commerce
Government of Pakistan

PAKISTAN'S CONFECTIONERY INDUSTRY

Pakistan's confectionery industry comprises hundreds of small, medium and large manufacturers producing a wide range of products for domestic consumption and exports. The sector has experienced sustained growth over the past decade due to rising investment in food processing, increasing adoption of international food safety standards, growing demand for Halal confectionery, expansion of modern retail chains, strong export demand from GCC and African markets, availability of cost-effective skilled labour, and competitive access to sugar and agricultural inputs. Leading manufacturers operate fully automated production facilities compliant with HACCP, ISO 22000, Halal and GMP standards.



MAJOR CONFECTIONERY CATEGORIES



1. Sugar Confectionery

- Hard Candies
- Soft Candies
- Toffees
- Caramels
- Lollipops
- Filled Candies
- Eclairs



2. Chocolate Confectionery

- Milk Chocolate
- Dark Chocolate
- Compound Chocolate
- Chocolate Bars
- Chocolate-coated Biscuits
- Chocolate Gifts



3. Bakery Confectionery

- Biscuits
- Cookies
- Crackers
- Wafers
- Cakes
- Swiss Rolls
- Sponge Cakes



4. Snack & Functional Products

- Energy Bars
- Fruit Bars
- Cereal Bars
- Peanut Brittle
- Sesame Snacks
- Nut Mixes



5. Other Products

- Chewing Gum
- Jelly Products
- Marshmallows
- Gummy Candies
- Dessert Mixes
- Instant Puddings



MAJOR MANUFACTURING CLUSTERS

PUNJAB

- Lahore
- Faisalabad
- Sheikhpura
- Gujranwala
- Multan

SINDH

- Karachi
- Hyderabad

KHYBER
PAKHTUNKHWA

- Peshawar
- Mardan



These industrial hubs host some of Pakistan's leading confectionery manufacturers, benefiting from established supply chains, skilled labour and modern food-processing infrastructure.



1 Exportable Products



Retail Products

- ✓ Chocolates
- ✓ Hard Candies
- ✓ Toffees
- ✓ Biscuits
- ✓ Cookies
- ✓ Wafers
- ✓ Chewing Gum
- ✓ Jelly Products
- ✓ Marshmallows



Institutional & Bulk Products

- ✓ Chocolate Compounds
- ✓ Bakery Ingredients
- ✓ Industrial Fillings
- ✓ Cocoa-based Products
- ✓ Private Label Confectionery
- ✓ Bulk Candy
- ✓ Bulk Biscuits



2 Global Market Overview

The global confectionery market continues to expand due to changing consumer lifestyles, rising disposable incomes and increasing demand for convenient snack foods. Premium chocolates, sugar-free confectionery, functional snacks and Halal-certified products are among the fastest-growing categories worldwide.

3 Top Importing Countries

Country	Import Value (USD Billion)
World	78
United States	9.8
Germany	6.4
United Kingdom	4.5
France	4.1
Canada	3.0

Source: ITC Trade Map (latest available international trade data).

4 Pakistan's Export Performance

Pakistan exports a broad range of confectionery products under HS Chapter 17 (Sugar Confectionery) and HS Chapter 19 (Bakery Products), with growing demand in the Middle East, Africa, Central Asia and South Asia.



5 Major Export Products

- ✓ Sugar Confectionery
- ✓ Chocolate Preparations
- ✓ Biscuits
- ✓ Wafers
- ✓ Cookies
- ✓ Cakes
- ✓ Bakery Products
- ✓ Dessert Mixes



6 Major Export Destinations

- ✓ United Arab Emirates
- ✓ Saudi Arabia
- ✓ Afghanistan
- ✓ Iraq
- ✓ Oman
- ✓ Qatar
- ✓ South Africa
- ✓ Kenya
- ✓ Malaysia
- ✓ United Kingdom



These markets are driven by demand for affordable, Halal-certified and high-quality confectionery products.



Pakistan 2026 Food Ag

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Competitive Advantages of Pakistani Confectionery

- Abundant availability of sugar and agricultural raw materials
- Competitive manufacturing costs
- Modern automated production facilities
- International food safety certifications
- Halal-certified manufacturing
- Attractive product innovation and packaging
- Strong private-label manufacturing capabilities
- Strategic geographic location serving GCC, Africa and Central Asia
- Flexible production for OEM and contract manufacturing



Export Potential and Investment Opportunities

- Premium chocolate manufacturing
- Sugar-free and low-calorie confectionery
- Functional and fortified snacks
- Organic confectionery
- Private-label production
- E-commerce retail brands
- Premium gift packaging
- Frozen bakery desserts
- Halal-certified confectionery for Muslim markets
- Export-oriented food processing zones



Why Source Confectionery from Pakistan?

- High-quality manufacturing standards
- Competitive pricing
- Halal-certified production
- Modern automated factories
- Strong private-label capabilities
- Flexible product customization
- Reliable export supply
- Attractive packaging solutions
- Strategic access to regional markets
- Continuous product innovation



Growing consumer preference for healthier snacks, innovative packaging and premium products presents excellent opportunities for Pakistani manufacturers to increase value addition and penetrate new international markets.

Major Export Products

6-HS code	Product Description	Export Value (US\$ Million)	Export Value (US\$ Million)	Export Value (US\$ Million)
170230	Glucose in solid form and glucose syrup, not containing added flavouring or colouring matter and not containing fructose or containing in the dry state, < 20% by weight of fructose	68.16	66.39	65.18
170490	Sugar confectionery not containing cocoa, (excl. chewing gum)	61.88	58.11	50.70
170410	Chewing gum, whether or not sugar-coated	34.55	36.81	32.24
170310	Cane molasses resulting from the extraction or refining of sugar	35.07	11.14	2.27
170290	Sugars in solid form, incl. invert sugar and chemically pure maltose	0.68	1.02	2.00
Grand Total		221.70	576.37	152.43



Trade Development
Authority of Pakistan (TDAP)



Ministry of Commerce
Government of Pakistan

QR Code for Registration



Product Officer

Arshia Fatima
Assistant Manager



Cell: +92-334-1452372



Email: arshia.fatima@tdap.gov.pk



Trade Development Authority of Pakistan (TDAP)
Lower Ground, State Life Building No. 5
Sector F, Nazim-ud-Din Road
F-6/4 Blue Area, Islamabad



www.tdap.gov.pk