



Euromonitor
International

Chocolate Confectionery in Lebanon

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

INDUSTRY PERFORMANCE

Value Sales of Chocolate Rise, While Volume Sales Decline

Chart 1 - Gandour'S Multipacks Appeal to Budget-Friendly Shoppers

Brands Drive Digital and Value Innovation for Daily Snacking

Chart 2 - Noknok'S Ai-Driven Bundles Target Consumption Micro-Moments

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Budget-Focused Brands Expand Daily Snacking as Gifting Slows

Quick-Commerce Platforms Reshape Impulse Sales and Packaging

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Brands Capture Value by Localising Production and Mini Formats

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Dekkene Secures Daily Purchases as Hypermarkets Lose Shoppers

E-Commerce Accelerates as Impulse Shifts Online

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Chocolate Confectionery

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Chocolate Confectionery

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Lebanon - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Snacks Display Robust Growth Despite Challenging Conditions

Chart 17 - Gandour's Safari Is a Resilient Local Classic at an Accessible Price

Bulk Family Packs Redefine Snacking Habits

Chart 18 - Master Chips Big Bag Series Helps Shoppers Seeking Value

Affordability the Primary Influencer of Consumer Choice

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Local Manufacturers Perfect Value Engineering to Capture Share

Family Pack Formats Reshape Retail Logistics and Consumer Habits

Affordable Wellness Unlocks New Growth in Functional Snacking

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Local Players Leverage Price Engineering to Displace Imports

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Traditional Grocers Drive Bulk Buying as Consumers Hunt for Value

E-Commerce Expands with Bundled Formats

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-lebanon/report.