



# Chocolate Confectionery in Jordan

September 2026

Table of Contents

## Chocolate Confectionery in Jordan - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Chocolate Confectionery Summary

#### INDUSTRY PERFORMANCE

Happy Break Captures Value-Led Demand as Shoppers Trade Down

Chart 1 - Chocolate Confectionery Shifts to Everyday Staple Consumption in 2026

Chocolate Pouches and Bags Drive Routine Snacking Occasions

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

#### WHAT'S NEXT?

Accessible Pricing and Smaller Formats to Sustain Everyday Purchasing

Chocolate Pouches and Bags to Capture Demand as Everyday Formats Thrive

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

#### COMPETITIVE LANDSCAPE

Mars and Iffco Drive Value and Trust to Sustain Leadership

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

#### CHANNELS

Grocery Retailers Sustain Daily Purchases as Shoppers Seek Value

Chart 9 - Retail Channels 2021-2026

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Chocolate Confectionery

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Chocolate Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

#### COUNTRY REPORTS DISCLAIMER

## Snacks in Jordan - Industry Overview

### EXECUTIVE SUMMARY

2026 Developments

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

#### INDUSTRY PERFORMANCE

Budget Brands Win Loyalty by Delivering Affordable Everyday Snacks

Chart 17 - Affordability Drives Snack Demand as Consumers Trade Down

Savoury Snacks Outpace Others as Affordability Shapes Demand

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

## WHAT'S NEXT?

Value Packs and Smaller Formats to Secure Loyalty as Affordability Remains Critical

Savoury Snacks to Retain Dominance as Value Strategies Drive Consistent Growth

Chart 20 - Analyst Insight for Snacks

E-Commerce and Quick-Commerce Expand Reach as Urban Shopping Habits Evolve

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Mudieb Haddad & Sons Leverages Value to Capture Share From International Rivals

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

## CHANNELS

Small Local Grocers Secure Loyalty with Convenience and Value

Urban Consumers Drive Gradual Growth in Online Snack Purchases

Economic Pressures Shift Snack Purchases to Affordable Retail Channels

Chart 25 - Retail Channels 2021-2026

## PRODUCTS

Affordability Reshapes Pack Architecture and Product Design

Happy Break and Mr Chips Embed Value into Daily Consumption Formats

Price-Led Product Strategies Compress Margins and Open New Competitive Spaces

## 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-jordan/report](http://www.euromonitor.com/chocolate-confectionery-in-jordan/report).