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**ABSTRACT**

The study was conducted at Chittagong Metropolitan area to investigate the consumption pattern of sweetmeat in different showroom and sweetmeat shop. Data were collected randomly from 100 people in five showrooms in Chittagong city namely Banoful, Modhuban, Highway sweets, Well food and Fulkoli by using pre-tested questionnaire. The investigation reveals young people liked Kacha sandesh nearly 37% mostly whereas the old people liked Kalojaum approximately 26% among the aged groups. In context of type of choice, the young group preferred special type (47%) of sweetmeat while the aged groups choose normal type (48%). In sense of color, the both young group and aged group liked white the highest among colors of sweetmeat. In conclusion, the study will have great contribution on production and marketing of different types of sweetmeat in Chittagong area.

**Keywords**: Sweetmeat, Consumption pattern, Chittagong.