

## **Chocolate Confectionery in Belgium**

Market Direction | 2022-07-08 | 23 pages | Euromonitor

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### **Report description:**

With COVID-19 resulting in less shopping in brick-and-mortar outlets, many chocolate confectionery players concentrated on upgrading their online presence, both for Belgian and international customers. As well as setting up online e-commerce platforms, a lot of promotion moved onto social media, with players luring consumers in by offering online discounts or other strategies. Particularly innovative was Galler, which launched an egg hunt challenge on Instagram, with consumers invited to upload...

Euromonitor International's Chocolate Confectionery in Belgium report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Chocolate Confectionery market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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