

Chocolate Confectionery in Saudi Arabia

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

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Report description:

The Coronavirus (COVID-19) pandemic had a significant impact on the distribution of chocolate confectionery in Saudi Arabia, and these effects continued to affect the category in 2021, before stabilising in 2022. The pandemic had an especially limiting impact on sales of chocolate confectionery through modern grocery retailers, such as supermarkets and hypermarkets, with children not permitted to enter these stores for much of 2020 due to COVID-19 restrictions. Many hypermarkets and supermarkets...

Euromonitor International's Chocolate Confectionery in Saudi Arabia 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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Countlines offers bite-size options to meet consumers' needs while a return to social gatherings provides an impetus to boxed assortments

Digital engagement helps to maintain visibility of players and brands

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