

Chocolate Confectionery in Thailand

Market Direction | 2022-07-08 | 22 pages | Euromonitor

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Report description:

Sales of chocolate confectionery dropped sharply in 2020 following the outbreak of COVID-19 as consumers were forced into home seclusion and economic activity was restricted. The situation improved somewhat in 2021 as restrictions were eased, with some consumers turning to chocolate confectionery as a form of indulgence to relieve them from the stress and anxiety created by the pandemic. Nonetheless, the lack of social gatherings continued to limit sales of products such as chocolate pouches and...

Euromonitor International's Chocolate Confectionery in Thailand 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
July 2022

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