

Sugar Confectionery in France

Market Direction | 2022-07-08 | 24 pages | Euromonitor

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Report description:

Sugar confectionery is still recovering from the impacts seen in 2020, when the height of the pandemic restrictions led to lower purchases overall, due to fewer social occasions such as children's parties, alongside a lack of impulse purchases due to shop closures, home seclusion, and working from home diktats. Most sub-categories are now seeing a return to positive growth as children parties and gatherings resume, along with more social mobility which stimulates impulse purchases. However, inno...

Euromonitor International's Sugar Confectionery in France 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery continues to face challenges, due to losses sustained during the pandemic and its old-fashioned image

Innovation in natural flavours and free-from variants is heating up competition between leading players

Reduced sugar is another strategy embraced by players in the race to stay relevant

PROSPECTS AND OPPORTUNITIES

Increased functionality, such as cooking confectionery, is expected to attract new customers over the forecast period

Sustainable packaging becomes a mainstream issue across many categories

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