

## **Chocolate Confectionery in Denmark**

Market Direction | 2022-07-12 | 22 pages | Euromonitor

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### **Report description:**

Danes' motivation to get rid of the weight they gained during COVID-19 is strong in 2022. Following the snacking culture that characterised the extended periods of home seclusion and resulted in higher consumption levels of chocolate confectionery, Danish consumers are more mindful about their sugar consumption. Many people have resumed normal working in the office and working out at gyms. This means that volume sales of chocolate confectionery overall are expected to stagnate in 2022. However,...

Euromonitor International's Chocolate Confectionery in Denmark 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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Euromonitor International  
July 2022

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Consumers' return to normal activities supports volume growth of on-the-go products and the popularity of gift boxes and season chocolate

Craft chocolate and organic products continue their popularity, but new product developments are slow to appear in 2022

Easing of travel restrictions puts domestic retail of chocolate confectionery at a disadvantage

##### PROSPECTS AND OPPORTUNITIES

Slowing volume growth expected as consumers reduce chocolate consumption and resume cross-border purchases

Demand for speciality chocolate confectionery will be driven by rising health and environmental awareness among Danes

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