

## **Chocolate Confectionery in Ireland**

Market Direction | 2022-07-13 | 22 pages | Euromonitor

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### **Report description:**

Rapid price increases pushed up current value growth of chocolate confectionery in 2022 due to rising inflation and supply chain issues, with costs rising in transportation and due to a weaker supply of cocoa. In the face of price pressure, producers attempted to reduce the size of chocolate packaging and offer chocolate products in bite-sized multipacks, which were often offered at a promotional price. Amid this price squeeze, retail volume sales stagnated as consumers felt budgetary pressure.

Euromonitor International's Chocolate Confectionery in Ireland 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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