

Sugar Confectionery in Denmark

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

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Report description:

Although the growth of sugar confectionery, both volume- and value-wise, is expected to slow down from the rates seen during the pandemic in 2020/2021, when many consumers snacked more out of boredom and as a means to manage stress through comfort eating, the segment will still have another positive year in 2022. Sugar confectionery is a highly competitive category in Denmark, characterised by constant launches, innovation and active marketing campaigns. Although many categories such as liquoric...

Euromonitor International's Sugar 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: 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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Euromonitor International
July 2022

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