

Chocolate Confectionery in Guatemala

Market Direction | 2022-07-22 | 19 pages | Euromonitor

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Report description:

Chocolate confectionery continues to recover from the slight downturn in retail volume sales and slowdown in retail current value sales due to the exigencies of the Coronavirus (COVID-19) pandemic in 2020. Some categories experienced lower demand during the pandemic due to the lack of impulse purchase occasions or social gatherings, such as countlines and seasonal chocolate. Meanwhile, others like tablets and boxed assortments benefited from the increased tendency for indulgence snacking consump...

Euromonitor International's Chocolate Confectionery in Guatemala 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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