

Chocolate Confectionery in Sweden

Market Direction | 2022-08-11 | 22 pages | Euromonitor

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Report description:

Sales of chocolate confectionery received a boost from the outbreak of and measures introduced to stem the tide of the COVID-19 pandemic in Sweden during the review period. As many consumers were unable to indulge in normal things, smaller indulgences like chocolate confectionery became more popular to pamper themselves. Most consumers are returning to pre-pandemic lifestyles in 2022 and chocolate confectionery is proving to be resilient, with retail value sales reverting to pre-pandemic growth...

Euromonitor International's Chocolate Confectionery in Sweden 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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New flavour and brand combinations remain important in driving demand in 2022

Sales of other chocolate confections rise as consumers revert to pre-pandemic lifestyles in 2022

PROSPECTS AND OPPORTUNITIES

Premiumisation and new flavour combinations set to drive demand over the forecast period

Sales of seasonal chocolate likely to rise as consumers return to enjoying holidays with friends and family over the forecast period, but chocolate pouches and bags set for limited sales growth

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