

## **Chocolate Confectionery in Poland**

Market Direction | 2022-09-14 | 22 pages | Euromonitor

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### **Report description:**

Chocolate confectionery in Poland will record a further slowdown in retail volume growth in 2022 as consumers react to the continuing economic difficulties in the country. The lingering impact of the pandemic as well as rising inflation is making consumers tighten their spending and focus on purchasing the essential. In addition, the price of raw materials in chocolate confectionery production has increased, causing the category's average unit retail price to rise more rapidly. This has continue...

Euromonitor International's Chocolate Confectionery in Poland 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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September 2022

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Innovation remains important in seasonal chocolate as consumers seek something special for gifting purposes

#### **PROSPECTS AND OPPORTUNITIES**

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