

Sugar Confectionery in Hungary

Market Direction | 2022-09-13 | 23 pages | Euromonitor

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Report description:

Medicated confectionery has seen a boost during the time of COVID-19, as consumers have sought to avoid visiting doctors or hospitals for fear of contagion. Furthermore, medicated confectionery has a high level of trust in Hungary, as it is seen as the first cure in the case of a sore throat. Customers like to think that these confectioneries are good for their health, even if they contain high doses of sugar in reality, and such products are well recommended and promoted amongst consumers and o...

Euromonitor International's Sugar Confectionery in Hungary 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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reliable information resources to help drive informed strategic planning.

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Medicated confectionery sees boost during the time of the pandemic, albeit sales slow as the COVID-19 threat fades

From salted caramel flavour trend to fortified variants, new consumer demands drive innovation

As a result of a regulatory change, sugar confectionery is now stocked by National Tobacco Stores

PROSPECTS AND OPPORTUNITIES

Confectionery giant Haribo expected to gain further shares over the forecast period

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