

## **Sugar Confectionery in Romania**

Market Direction | 2022-09-14 | 23 pages | Euromonitor

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### **Report description:**

The elimination of pandemic related restrictions in March 2022 did not have a significant impact on the dynamics of sugar confectionery. Although consumption of category items is generally stimulated by activities outside the home and by sharing in groups, the negative impact on consumers' incomes due to rapidly rising living costs and high inflation mitigated any positive out-of-home influence. As such, the appetite for consumption remained limited, and will lead to only small retail volume gro...

Euromonitor International's Sugar Confectionery in Romania 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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Euromonitor International

September 2022

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Easing of restrictions has limited impact on demand since the difficult economic environment restricts purchases

Child-focused products perform better than adult-targeted products as parents continue to purchase to treat their children

High fragmentation leads to lots of movement in the competitive landscape

#### **PROSPECTS AND OPPORTUNITIES**

Private label share to increase thanks to shifts in the distribution landscape towards more modern retailing channels

Less product sophistication expected as children become the key target audience

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