

Sugar Confectionery in Serbia

Market Direction | 2022-09-14 | 18 pages | Euromonitor

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Report description:

Sugar confectionery is expected to see positive retail value sales growth in 2022. However, in retail volume terms, sales are anticipated to continue to decline. This is primarily due to the decline in the sales of boiled sweets, lollipops and liquorice. The rising health awareness among Serbian consumers has led to a decline in the demand for sugar confectionery as consumers seek to reduce their sugar intake. Boiled sweets remains the largest product area in sugar confectionery in Serbia.

Euromonitor International's Sugar Confectionery in Serbia 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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