

Chocolate Confectionery in France

Market Direction | 2022-07-08 | 24 pages | Euromonitor

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Report description:

Chocolate confectionery continues to perform well, with consumers seeking a touch of indulgence in their chocolate purchases. In addition to the best-performing chocolate pouches and bags, the sub-category of tablets has also been seeing healthy growth. This is attributed to innovation in flavours, which is particularly noted in the tablet format. The key drivers here are seen with high-quality, dark chocolate bars, which are reputed to be healthier as they contain less sugar; or filled bars whi...

Euromonitor International's Chocolate Confectionery in France 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers seek indulgence with high-quality dark chocolate and sweet filled bars

Seasonal chocolate partially recovers after its pandemic slumps, but further innovation is needed to stimulate this sub-category

The concept of "from bean-to-bar" grows, supported by sustainability trends and a desire for local products

PROSPECTS AND OPPORTUNITIES

Organic chocolate trend will grow further over the forecast period, as suppliers catch up with increasing consumer demand

Lindt creates innovative hologram display units to promote its Creation range

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