

Chocolate Confectionery in France

Market Direction | 2023-06-22 | 22 pages | Euromonitor

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Report description:

Retail sales of chocolate confectionery saw a sluggish performance in 2023, with minimal growth in both volume and constant value terms. As in 2022, sales were impacted by unseasonably hot summer weather, which hindered purchases during certain months of the year. The category also continued to suffer from the fallout of two salmonella outbreaks linked to chocolate produced in Belgium, with 81 French people having been infected. Ferrero, whose Kinder products were identified as the source of the...

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 2018-2022, 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 2027, 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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Chocolate benefits from its status as affordable luxury, with high-quality dark tablets leading the way

Seasonal chocolate benefits from Easter upturn, while countlines face competition from healthier options

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Need for greater transparency will fuel growth for organic, sustainable and ethical brands

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