

## **Chocolate Confectionery in Estonia**

Market Direction | 2023-06-29 | 18 pages | Euromonitor

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### **Report description:**

Chocolate confectionery is expected to be the best performing snack in 2023, with healthy constant value and volume growth. Per capita consumption is on the rise, largely fuelled by a growing appetite for dark chocolate, which is seen as healthier. That being said, inflation is expected to still be an issue, though its growth is expected to ease slightly. As a result, consumers are expected to still be highly price sensitive and prioritise value for money.

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

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