

Sugar Confectionery in Hungary

Market Direction | 2023-07-03 | 22 pages | Euromonitor

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Report description:

Sugar confectionery saw a mixed performance in 2023, with volume growth rates varying according to subcategory. With food inflation running at record levels, retailers focussed on rationalising their product portfolios in favour of their best-selling lines, as they could not afford to be left with excess stock. This had a detrimental effect on underperforming products, such as boiled sweets, lollipops and liquorice, while power mints, medicated confectionery and gummies saw an increase in shelf...

Euromonitor International's Sugar Confectionery in Hungary 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: 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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