

Sugar Confectionery in Romania

Market Direction | 2023-07-04 | 20 pages | Euromonitor

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Report description:

Consumption of sugar confectionery is generally stimulated by activities outside of the home, including sharing in groups. As such, the elimination of COVID-19 restrictions aided sales. However, this positive change was balanced by high inflation and rising living costs, with decreased consumer purchasing power limiting growth potential. Despite this, with sugar confectionery appealing to children and teenagers, the return to school learning aided retail volume growth in 2023, which remains posi...

Euromonitor International's Sugar Confectionery in Romania 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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As students return to schools, current retail volume sales of sugar confectionery rise

While rising price points boost current retail value sales, retail volume sales struggle

Private label boosts its position, offering affordable options during economic hardship

PROSPECTS AND OPPORTUNITIES

Affordable options continue to drive sales, boosting retail volume growth

Private label retains its top position, benefiting from the expansion of modern retailing

Less product sophistication is expected as children become the key target audience

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