

Sugar Confectionery in Serbia

Market Direction | 2023-07-03 | 18 pages | Euromonitor

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Report description:

Retail volume sales of sugar confectionery saw positive growth in 2023, continuing the pattern of the previous year. This was largely due to the return of consumers, including children, to their busy, pre-pandemic lifestyles, which led to an increase in impulse purchasing occasions. Despite rising levels of health awareness, Serbians continued to take comfort in their favourite sweets, which are seen as affordable luxuries during times of economic hardship.

Euromonitor International's Sugar Confectionery in Serbia 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from increase in number of impulse buying occasions

Gummies lead in terms of sales and innovation

Leader Pionir continues to invest in new product launches

PROSPECTS AND OPPORTUNITIES

Growth will be restricted by competition from other snacking options

Healthier lifestyles will lead to widening availability of sugar-free alternatives

High levels of consumer price sensitivity will facilitate growth of private label offerings

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Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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