

Chocolate Confectionery in Germany

Market Direction | 2023-07-11 | 21 pages | Euromonitor

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Report description:

Germany was strongly impacted by the pandemic in 2020-2021, due to various restrictions imposed on the local population. However, the situation was positive for most retailers due to the closure of foodservice and limited leisure activities outside of the home. Therefore, German consumers purchased higher volumes of food from supermarkets and discounters, including chocolate confectionery as an indulgent treat. At-home consumption increased, with fewer citizens travelling, going to school or dri...

Euromonitor International's Chocolate Confectionery in Germany 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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