

## **Chocolate Confectionery in Portugal**

Market Direction | 2023-07-17 | 24 pages | Euromonitor

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### **Report description:**

Despite the increase in chocolate confectionery consumption during the pandemic, due to consumers spending more time at home and indulging in treats, the category continues to grow, both in volume and value. We are, however, seeing different trends in consumers' selections. For example, one of the subcategories which suffered in 2020, at the height of the pandemic, was boxed assortments due to the associated social distancing restrictions, with a ban on gatherings. However, as society reopened a...

Euromonitor International's Chocolate Confectionery in Portugal 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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Euromonitor International  
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