

Chocolate Confectionery in Brazil

Market Direction | 2023-08-18 | 21 pages | Euromonitor

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Report description:

Tablets remained the leading format within chocolate confectionery in terms of retail value in 2023, having overtaken boxed assortments earlier in the review period. Moreover the former led growth within the category, continuing the trend of the previous four years. This shift was due to the substantially higher prices of boxed assortments and the industry's efforts to proactively introduce new formats in order to boost consumer demand. Today, Brazilians can enjoy a wide variety of tablet option...

Euromonitor International's Chocolate Confectionery in Brazil 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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