

Sugar Confectionery in Brazil

Market Direction | 2023-08-18 | 22 pages | Euromonitor

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Report description:

Sugar confectionery saw a flat performance in retail volume terms in 2023, continuing the trend of the previous year. However, this represented a significant improvement from 2020 and 2021, when the category saw a slump in demand, due to limited opportunities for impulse purchasing during the pandemic. With a return of out-of-home activities and an increased flow of consumers within commercial areas, this had a positive impact on volume sales of sugar confectionery, albeit only subtly. Among the...

Euromonitor International's Sugar 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: 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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