

Sugar Confectionery in Hong Kong, China

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

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Report description:

Retail volume and retail current value sales of medicated confectionery have recovered after the decline seen in 2020, which can be attributed to the heightened focus on health and wellbeing during and after COVID-19. In Hong Kong, the outbreak of the pandemic prompted heightened awareness of health and hygiene. As consumers became increasingly conscious of their wellbeing, they sought products that could alleviate minor ailments and discomfort. Even though the city declared the end of the pande...

Euromonitor International's Sugar Confectionery in Hong Kong, China 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Health and wellness trend shapes the development of pastilles, gummies, jellies and chews

New product development continues to drive growth

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Brands are getting ready to capitalise on the need for premiumisation

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