

Sugar Confectionery in France

Market Direction | 2023-06-22 | 22 pages | Euromonitor

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Report description:

Sugar confectionery saw further progress in 2023, with retail volume sales exceeding pre-pandemic levels. Growth was boosted by the revival of children's birthday parties and other social occasions, which led consumers to embrace sweets as an affordable treat for their offspring. The growing popularity of Halloween, which is rapidly becoming a mainstream festival in France, after many years of being regarded as an American concept, also served as an impetus to growth. Indeed, many new launches a...

Euromonitor International's Sugar Confectionery in France 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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reliable information resources to help drive informed strategic planning.

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Sugar confectionery benefits from revival of children's parties and growing popularity of Halloween

Decline in opportunities for impulse purchases

Haribo and Carambar invest in healthier options

PROSPECTS AND OPPORTUNITIES

Sustainable packaging will enter the mainstream, with bulk buying options becoming increasingly available

Gummies will lead growth, while limited editions will remain a reliable way to boost sales

Manufacturers will continue to address consumer health concerns

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