

Sugar Confectionery in Chile

Market Direction | 2024-06-27 | 21 pages | Euromonitor

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Report description:

Shrinkflation has emerged as a notable strategy employed by producers of sugar confectionery in Chile to navigate cost increases, while safeguarding their profit margins without substantially raising prices. Shrinkflation refers to the practice of reducing the size or quantity of a product while maintaining its price, effectively passing on the cost burden to consumers in a subtle manner. Amid rising production costs, including raw materials, transportation, and labour, sugar confectionery produ...

Euromonitor International's Sugar Confectionery in Chile 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 2019-2023, 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 2028, 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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