

## **Sugar Confectionery in Hong Kong, China**

Market Direction | 2024-06-25 | 23 pages | Euromonitor

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### **Report description:**

Sugar confectionery in Hong Kong continues to record positive growth rates in 2024, despite a slowdown in overall snacking habits due to less time spent at home. Driven by heightened health awareness, local consumers are increasingly seeking convenient and healthier, yet indulgent, alternatives, prompting confectionery players to respond with innovative products. Medicated confectionery continues to sustain demand, as consumers prioritise health and wellness. Eclipse (The Wrigley Co (HK) Ltd) ha...

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 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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Euromonitor International  
June 2024

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Revamping of packaging sizes amid evolving consumer behaviour

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