

## **Sugar Confectionery in Italy**

Market Direction | 2024-06-18 | 25 pages | Euromonitor

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### **Report description:**

Sugar confectionery is achieving positive sales in both value and volume terms in Italy in 2024. However, performance differs between categories, with boiled sweets and pastilles, gummies, jellies and chews seeing good growth in both value and volume terms, for example, while toffees, caramels and nougat is seeing a small value growth but a volume decline. These variables are dependent on the levels of popularity of different styles of sugar confectionery in the country. For example, over the ye...

Euromonitor International's Sugar Confectionery in Italy 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.

**Table of Contents:**

Sugar Confectionery in Italy  
Euromonitor International  
June 2024

List Of Contents And Tables

**SUGAR CONFECTIONERY IN ITALY**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Boiled sweets and gummies help to support sales in sugar confectionery  
Cross-category of eco-friendliness and functionality help to boost sales in mints and medicated confectionery  
Perfetti Van Melle maintains its lead, while players engage in collaborations to boost their brand profiles

**PROSPECTS AND OPPORTUNITIES**

Consumers expected to seek a balance of indulgence and practical products  
Candy Factory tipped as a name to watch over the forecast period  
Innovation will continue to be a driver for sugar confectionery

**CATEGORY DATA**

- Summary 1 Other Sugar Confectionery by Product Type: 2024
- Table 1 Sales of Sugar Confectionery by Category: Volume 2019-2024
- Table 2 Sales of Sugar Confectionery by Category: Value 2019-2024
- Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
- Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
- Table 6 NBO Company Shares of Sugar Confectionery: % Value 2020-2024
- Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024
- Table 8 Distribution of Sugar Confectionery by Format: % Value 2019-2024
- Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029
- Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

**SNACKS IN ITALY**

**EXECUTIVE SUMMARY**

Snacks in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for snacks?

**MARKET DATA**

- Table 13 Sales of Snacks by Category: Volume 2019-2024
- Table 14 Sales of Snacks by Category: Value 2019-2024
- Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 16 Sales of Snacks by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Snacks: % Value 2020-2024

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Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

## Sugar Confectionery in Italy

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