

Sugar Confectionery in Romania

Market Direction | 2024-06-28 | 21 pages | Euromonitor

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Report description:

Sugar confectionery is seeing a negative-digit volume slump in 2024, whilst value is supported by price hikes. Notably, sugar confectionery falls under the shadow of the VAT increase, starting 1 January 2024, from 9% to 19% for food products with added sugar (for which the total sugar content is at least 10g/100g product). By its very nature, sugar confectionery is feeling the brunt of this strongly.

Euromonitor International's Sugar Confectionery in Romania 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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Halva remains a niche in other sugar confectionery

Haribo maintains its lead, while local player Bomboniera benefits from wide portfolio and stevia-sweetened options

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