

## **Chocolate Confectionery in Belgium**

Market Direction | 2024-07-05 | 21 pages | Euromonitor

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### **Report description:**

In contrast to other snacks categories, unit prices in chocolate confectionery continued to increase in 2024. Manufacturers were confronted by rising cocoa prices which were passed on to consumers. With the effects of the inflation crisis still lingering Belgians proved more conservative with their spending and pressure on purchasing power was still strong in 2024. As a result, volume sales of chocolate confectionery suffered in 2024 with consumers changing their shopping behaviours to suit thei...

Euromonitor International's Chocolate Confectionery in Belgium 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: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Chocolate 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  
July 2024

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