

## **Sugar Confectionery in Bosnia and Herzegovina**

Market Direction | 2024-07-04 | 18 pages | Euromonitor

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### **Report description:**

Sugar confectionery faces a difficult reality in Bosnia and Herzegovina. The reputation of refined sugar remains poor, with health and wellness trends heavily impacting consumer demand. In 2024, this translates to a continued decline in consumer interest, as people gravitate towards healthier snack options and shy away from sweets high in sugar and carbohydrates. Bucking the downward trend, medicated confectionery is recording the strongest growth in 2024, in both volume and current value terms.

Euromonitor International's Sugar Confectionery in Bosnia and Herzegovina 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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