

Sugar Confectionery in Greece

Market Direction | 2024-07-05 | 22 pages | Euromonitor

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Report description:

The market for sugar confectionery in Greece will see a stagnant performance in retail volume terms in 2024, as consumers move towards more nutritious snack choices. In order to maintain relevance and attract health-conscious consumers, many confectioners are being compelled to promote the health-related benefits of their sugar confectionery, while there is a growing demand for sugar substitutes, like stevia. One product area to benefit from this trend is medicated confectionery, which has bucke...

Euromonitor International's Sugar Confectionery in Greece 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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