

Sugar Confectionery in New Zealand

Market Direction | 2024-07-01 | 23 pages | Euromonitor

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Report description:

Despite a marginal retail volume decline in early 2024, sugar confectionery in New Zealand demonstrates remarkable resilience. This category is driven by various consumer occasions, offering affordable indulgences that serve as everyday escapism. Whether for gifting, celebrating, or simply stocking up for a treat, sugar confectionery's appeal persists. Players are introducing new product sizes and formats tailored to these consumption scenarios. For example, Mackintosh's released a 1kg pack, mak...

Euromonitor International's Sugar Confectionery in New Zealand 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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