

Chocolate Confectionery in Serbia

Market Direction | 2024-07-09 | 18 pages | Euromonitor

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Report description:

Chocolate confectionery is set to see significant current value growth in Serbia in 2024. The category faced a considerable rise in unit prices in 2023, with price growth slowing down a bit in 2024. Despite inflationary pressures, which encouraged consumers to be more price sensitive, chocolate confectionery benefitted from its perception as an affordable indulgence, as consumers sought to treat themselves, while eschewing larger purchases. In addition, while many Serbians paid more attention to...

Euromonitor International's Chocolate Confectionery in Serbia 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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