

Chocolate Confectionery in Uruguay

Market Direction | 2024-07-16 | 18 pages | Euromonitor

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Report description:

Chocolate confectionery sales boomed in Uruguay in 2023, driven primarily by a surge in promotional activity and discounted pricing. With inflation outpacing price increases in the category, manufacturers adopted aggressive promotional strategies across all channels, from modern grocery retailers to small local stores. This aimed to not only boost sales but also position chocolate as a more affordable snacking option compared to alternatives. Supermarkets and hypermarkets witnessed a more consis...

Euromonitor International's Chocolate Confectionery in Uruguay 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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