

Sugar Confectionery in Estonia

Market Direction | 2024-07-15 | 19 pages | Euromonitor

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Report description:

Pastilles, gummies, jellies, and chews is experiencing significant growth in both volume and value terms in sugar confectionery in Estonia in 2024 due to their widespread popularity amongst both adults and children. As the trend towards healthier eating and living continues to rise in the country, consumers are actively searching for sweets that are perceived to be healthier and new product launches in the category often have a healthier positioning. Haribo, for instance, introduced a line of ch...

Euromonitor International's Sugar Confectionery in Estonia 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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Power mints perceived to have medicinal benefits
Kalev continues to lead, with consumers appreciating its quality and affordability

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