

Sugar Confectionery in Germany

Market Direction | 2024-07-10 | 21 pages | Euromonitor

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Report description:

Sugar confectionery in Germany experienced challenging times in 2023, primarily due to the highly fluctuating price of sugar. This volatility created significant hurdles for confectionery manufacturers, impacting production costs and pricing strategies. Brands faced increased expenses, which in some cases, were passed on to consumers, leading to higher retail prices and potential dips in demand. The instability of sugar prices in 2023 was driven by various factors, including global supply chain...

Euromonitor International's Sugar Confectionery in Germany 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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Euromonitor International
July 2024

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