

## **Sugar Confectionery in Lithuania**

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

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### **Report description:**

Sugar confectionery in Lithuania will see minimal growth in retail volume terms in 2024, in light of ongoing concerns over the health impacts of excessive sugar intake. Perceived old fashioned products, such as boiled sweets, continue to decline, as they are considered to contain an excessive amount of sugar in each portion. Consumers are also concerned about the impact of these products on dental health, and as such, are increasingly avoiding eating boiled sweets.

Euromonitor International's Sugar Confectionery in Lithuania 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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Mints are value for breath-freshening proper

Haribo GmbH & Co KG strengthens its position

##### PROSPECTS AND OPPORTUNITIES

Sugar confectionery will fail to see any perceptible growth, with once dynamic gummies approaching saturation

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