

Sugar Confectionery in the Philippines

Market Direction | 2024-07-15 | 21 pages | Euromonitor

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Report description:

Despite the post-(COVID-19) rebound in retail volume sales of sugar confectionery in the Philippines, between 2022 and 2024, the market size is set to remain below the 2019 pre-pandemic level at the end of the review period. One factor hampering the growth in and fuller recovery of sugar confectionery is that chews, marshmallows, lollipops and yemas (sweet custard made with egg yolks and condensed milk and listed under "other" sugar confectionery) are all included in the list of foods that are n...

Euromonitor International's Sugar Confectionery in Philippines 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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Digital marketing to boost brand presence and profile

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