

Sugar Confectionery in Romania

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

As students return to schools, current retail volume sales of sugar confectionery rise
While rising price points boost current retail value sales, retail volume sales struggle
Private label boosts its position, offering affordable options during economic hardship

PROSPECTS AND OPPORTUNITIES

Affordable options continue to drive sales, boosting retail volume growth
Private label retains its top position, benefiting from the expansion of modern retailing
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DISCLAIMER

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