

Sugar Confectionery in India

October 2023

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Sugar Confectionery in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pastilles, gummies, jellies and chews emerges as interesting format in sugar confectionery with newer product formats and flavours
Sugar confectionery faces stiff competition from chocolate confectionery

PROSPECTS AND OPPORTUNITIES

High sugar might act as a deterrent going forward with legal complications and rise of health-conscious consumers
Mints with functional claims to enjoy greater importance over the forecast period

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