

# **Chocolate Confectionery in New Zealand**

June 2023

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## Chocolate Confectionery in New Zealand - Category analysis

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#### 2023 DEVELOPMENTS

Inflationary pressures drive value sales growth Mars switches to paper-based wrappers Countlines continue to perform well as New Zealand settles into post-COVID-19 life

## PROSPECTS AND OPPORTUNITIES

Slower value growth expected as inflationary pressures ease Strong NPD activity expected to drive category performance over the forecast period Despite growth headwinds, countlines expected to be the strongest performer over the forecast period

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