

Sugar Confectionery in South Korea

June 2023

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Sugar Confectionery in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar confectionery sees growth and shifting consumer preferences
Continuous innovation fuels growth in pastilles, gummies, jellies and chews
Character craze drives the success of sugar confectionery

PROSPECTS AND OPPORTUNITIES

Modest volume and value growth expected in retail sales over the forecast period
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