

Sugar Confectionery in Hungary

July 2023

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Sugar Confectionery in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retailers optimise their portfolios Medicated confectionery sees strongest growth, thanks to its healthy positioning Haribo continues to dominate sales, while private label ranges use new pack sizes to attract cost conscious consumers

PROSPECTS AND OPPORTUNITIES

Parents will become more aware of the health risks of excessive sugar consumption Health and wellness trends will drive new developments in functional, fortified, and sugar-free variants Confectionery giant Haribo expected to gain further shares over the forecast period

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