

Chocolate Confectionery in Romania

July 2023

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2023 DEVELOPMENTS

Current retail value sales rise due to higher price points, while retail volume sales struggle

The decline in tablets impacts the overall landscape, while premium goods suffer

Countlines drive positive growth, benefiting from on-the-go and impulse buys

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A return to pre-pandemic consumption moments drives growth

International players retain the lead as private label also drives growth

Innovation focuses on vegan, sugar-free and healthier options

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