

Sugar Confectionery in Serbia

July 2023

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Sugar Confectionery in Serbia - Category analysis

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2023 DEVELOPMENTS

Sales benefit from increase in number of impulse buying occasions

Gummies lead in terms of sales and innovation

Leader Pionir continues to invest in new product launches

PROSPECTS AND OPPORTUNITIES

Growth will be restricted by competition from other snacking options

Healthier lifestyles will lead to widening availability of sugar-free alternatives

High levels of consumer price sensitivity will facilitate growth of private label offerings

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