

Chocolate Confectionery in Peru

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Chocolate confectionery registers the slowest growth in snacks due to a strong price increase, lower presence in outlets and a lack of advertising activity

Nestlé maintains strong leadership, but loses ground to Molitalia and its significant marketing activities

Chocolate tablets with a high cocoa content develop well, but find difficulty in competing with the leading brands that are cheaper and more widely distributed

PROSPECTS AND OPPORTUNITIES

Sales grow over the forecast period thanks to greater market dynamism, although prices rise until the economy recovers

Special dates provide an important opportunity to offer chocolate confectionery adapted to these celebrations as they make popular gifts

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