Sugar Confectionery in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Marginal volume declines place sugar confectionery close to pre-pandemic levels
Rising price of sugar puts brands under pressure
New debate regarding need for further restrictions on advertising of “unhealthy” food in Germany

PROSPECTS AND OPPORTUNITIES
Discussions regarding sugar and health expected to intensify over forecast period
Vegan becomes increasingly important claim within sugar confectionery
New premium forms of sugar confectionery have potential to become growing niche

CATEGORY DATA
Summary 1 - Other Sugar Confectionery by Product Type: 2023
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Snacks in Germany - Industry Overview

EXECUTIVE SUMMARY
Snacks in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
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