

# Sugar Confectionery in Algeria

June 2023

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#### 2023 DEVELOPMENTS

Sugar confectionery remains flat in retail volume terms, while inflation boosts value growth Toffees, caramels and lollipops drive positive results, appealing to younger generations Players respond to consumer demands by offering sugar-free variants

## PROSPECTS AND OPPORTUNITIES

Slower growth as economic hardship impacts sales of sugar confectionery Sugar-free confectionery prospers, aligning with the rising health trend Toffees, caramels and nougat drive growth due to rising popularity

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