

Chocolate Confectionery in Eastern Europe

February 2021

Table of Contents

INTRODUCTION

Scope Key findings

REGIONAL OVERVIEW

Strong 2015-2020 per capita consumption growth in Eastern Europe Gradually improving growth rates expected over the forecast period Russia helps drive growth over 2015-2020 Boxed assortments and seasonal chocolate hit by COVID-19 in 2020 Tablets the driving force behind overall 2015-2020 market growth Chocolate pouches and bags prove ideal for sharing at home in 2020 Modern grocery retailers dominate sales in Eastern Europe Growth for e-commerce, but forecourt retailers and vending lose share

LEADING COMPANIES AND BRANDS

Increasing concentration in the Russian market Ferrero continues to gain share in 2020 Russia the biggest market for all but Roshen in the top 10 players Alenka and Twix switch places, while leader Kinder adds more share

FORECAST PROJECTIONS

Improving growth rates expected as the forecast period progresses Strong rebounds expected for boxed assortments and seasonal chocolate

COUNTRY SNAPSHOTS

Belarus: Market Context Belarus: Competitive and Retail Landscape Bosnia and Herzegovina: Market Context Bosnia and Herzegovina: Competitive and Retail Landscape Bulgaria: Market Context Bulgaria: Competitive and Retail Landscape Croatia: Market Context Croatia: Competitive and Retail Landscape Czech Republic: Market Context Czech Republic: Competitive and Retail Landscape Estonia: Market Context Estonia: Competitive and Retail Landscape Georgia: Market Context Georgia: Competitive and Retail Landscape Hungary: Market Context Hungary: Competitive and Retail Landscape Latvia: Market Context Latvia: Competitive and Retail Landscape Lithuania: Market Context Lithuania: Competitive and Retail Landscape North Macedonia: Market Context North Macedonia: Competitive and Retail Landscape Poland: Market Context Poland: Competitive and Retail Landscape Romania: Market Context Romania: Competitive and Retail Landscape Russia: Market Context Russia: Competitive and Retail Landscape

Serbia: Market Context Serbia: Competitive and Retail Landscape Slovakia: Market Context Slovakia: Competitive and Retail Landscape Slovenia: Market Context Slovenia: Competitive and Retail Landscape Ukraine: Market Context

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-easterneurope/report.