

## Chocolate Confectionery in Macedonia

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Due to increasing unit prices of cocoa in the global market, chocolate confectionery continued to face challenges in 2017. Health and wellness trends work against chocolate confectionery, in general, although dark chocolate with high cocoa content is gaining a good reputation. Amidst these prevailing trends, chocolate confectionery witnessed significant premiumisation towards the end of the review period. In 2017, retail sales rose by 4% in current value terms and 3% in volume terms to reach MKD...

Euromonitor International's Chocolate Confectionery in Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Chocolate Confectionery market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Significant Number of New Entrants Within Packaged Food

Domestic Companies Dominate While International Players Lead Innovation

Distribution of Packaged Food Dominated by Traditional Grocery Retailers

Packaged Food Is Maturing, So Slowdown Is Inevitable Over the Forecast Period

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