

# Chocolate Confectionery in Serbia

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## Abstracts

Retail volume sales of chocolate confectionery continued to see positive growth in 2023, supported by the return of Serbians to their busy, pre-pandemic lifestyles, including increased opportunities for on-the-go and impulse consumption. Despite inflationary pressures, which encouraged consumers to be more sensitive, chocolate confectionery benefitted from its perception as an affordable indulgence, as consumers sought to treat themselves, while eschewing larger purchases. In addition, while man...

Euromonitor International's Chocolate Confectionery in Serbia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected 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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#### 2023 DEVELOPMENTS

Return to active, on-the-go lifestyles fuels demand for chocolate confectionery

Consumers pay more attention to discounts and promotions, as well as private label, in the context of high inflation

Despite the inflationary pressure, consumers remain loyal to their favourite brands

#### PROSPECTS AND OPPORTUNITIES

Stable growth expected, despite tough economic conditions, thanks to its status as an affordable indulgence

Discounts, promotions and limited editions will be a key feature of the category, as consumers remain price sensitive

Modernisation of retail landscape will favour shift towards discounters and convenience over small local grocers

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