

# Confectionery in Germany

<https://marketpublishers.com/r/C4809A1DEA2EN.html>

Date: September 2010

Pages: 94

Price: US\$ 2,100.00 (Single User License)

ID: C4809A1DEA2EN

## Abstracts

The 2010 development of sugar confectionery in Germany, with almost stable retail value sales and declining volume sales, was a result of strong factors working against it, which were the economic crisis on the one hand and, in particular, the health and wellness trend on the other hand. Following the global economic and financial crisis, as well as the subsequent recession, Germans became increasingly careful in their consumer behaviour. Also, both sugarised and – to a lesser degree –...

Euromonitor International's Sugar Confectionery in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

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

## Why buy this report?

Get a detailed picture of the Sugar 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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