

# Confectionery in Ireland

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## Abstracts

Despite the difficult economic climate and the general aim to reduce family food budgets, chocolate confectionery grew by 3% in 2010 to reach EUR583 million. Irish consumers remained chocolate fans, consuming the highest amount in Europe at around 9kg per person in 2010. Moreover, chocolate confectionery is considered practically a staple product, and many people continue to consume chocolate as a comfort food during uncertain economic times.

Euromonitor International's Chocolate Confectionery in Ireland 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 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 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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