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Confectionery in Switzerland

https://marketpublishers.com/r/C94903C59C8EN.html
Date: September 2010
Pages: 86
Price: US$ 2,100.00 (Single User License)
ID: C94903C59C8EN

Abstracts

The chocolate confectionery landscape saw the world’s first tablet with sugar alternative stevia being launched in Switzerland in January 2010. Villars Maitre Chocolatier SA made waves with the launch of its "Dark 70% cocoa" tablets, which are low in sugar. According to Villars, it was the first chocolate maker to use a natural sweetener, made from stevia leaves. Villars' manufacturing philosophy is not to use any artificial colourings or flavourings and more similar products are expected to...

Euromonitor International's Chocolate Confectionery in Switzerland 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;

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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.

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