

# Sugar Confectionery in Germany

<https://marketpublishers.com/r/S3E2476E496EN.html>

Date: July 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: S3E2476E496EN

## Abstracts

The pandemic period was challenging for sales of sugar confectionery in Germany. Not all snacks benefited from larger shopping trips to supermarkets and discounters, while less mobility and children staying home from school, dampened overall retail demand in 2020, followed by marginal improvements in 2021 and 2022. However, retail volume sales in 2023 are marginally declining to reach close to pre-pandemic levels. On the other hand, demand for mints and medicated confectionery continues to grow...

Euromonitor International's Sugar Confectionery in Germany 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:** Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, 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 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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