

# Chocolate Confectionery in Slovakia

July 2024

Table of Contents

## Chocolate Confectionery in Slovakia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Chocolate confectionery faces price challenges, although the global brands remain in the lead

Product visibility and strong promotions key to support impulse purchases

Chocolate with toys team up with popular characters in toys, games, film and TV

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and sustainability set to be key trends over the forecast period

Nestlé's Kit Kat expands its brand portfolio into breakfast cereals

Growing competition expected from healthier-positioned snacks

#### CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 2 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 5 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

## Snacks in Slovakia - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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### SOURCES

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