

Chocolate Confectionery in Ireland

June 2024

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Chocolate Confectionery in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Though inflation rates slow, global cocoa and sugar shortages see inflationary pressures sustained in 2024 Demand for some variants remains resilient, with seasonal chocolate a sought-after gift option Need for indulgence supports sales

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Premiumisation trends to boost value sales while volume sales face further challenges
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