

# Sugar Confectionery in Lithuania

July 2024

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Flat performance for sugar confectionery, amid ongoing health concerns

Mints are value for breath-freshening proper

Haribo GmbH & Co KG strengthens its position

#### PROSPECTS AND OPPORTUNITIES

Sugar confectionery will fail to see any perceptible growth, with once dynamic gummies approaching saturation

Price conscious behaviour will persist, despite falling inflation

High incidence of seasonal colds and flu will sustain demand for medicated confectionery

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