

# Sugar Confectionery in Singapore

July 2024

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# Sugar Confectionery in Singapore - Category analysis

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#### 2024 DEVELOPMENTS

Tough competition amidst negligible retail volume growth in sugar confectionery Flavour innovations expected to continue driving growth in pastilles, gummies, jellies and chews Health and wellness trend pushing the popularity of healthier options

# PROSPECTS AND OPPORTUNITIES

Players in sugar confectionery likely to focus on value growth, with limited volume growth expected Continued rivalry between the leading players in mints and medicated confectionery Sales through retail e-commerce set to continue growing

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