

Chocolate Confectionery in Romania

June 2024

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Chocolate Confectionery in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales supported by price hikes, while volume is in a slump

Premium positioned chocolate takes the strongest hit

Countlines fare better due to lower unit prices and wide popularity

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Chocolate confectionery sales set to recover in line with an easing of inflationary pressures International players will continue to lead the charge in chocolate confectionery Sales trends continue to be influenced by retail developments

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