

Sugar Confectionery in Spain

June 2024

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Sugar Confectionery in Spain - Category analysis

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2024 DEVELOPMENTS

Pack sizes become a focus of new product development as Spain's economy comes under pressure

Haribo remains on top thanks to strong investment in marketing and new product development but rivals continue to gain share

Medicated confectionery attracting interest from those looking for natural solutions to minor health issues

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Health and wellbeing claims likely to inform new product development over the forecast period

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DISCLAIMER

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