



Chocolate Confectionery in Spain

June 2024

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2024 DEVELOPMENTS

Producers focus on impulse and sharing formats to attract consumers

Players look for new ways to add value to their chocolate confectionery

Consumers switch from dark to milk and white chocolate as price pressures inform purchasing decisions

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Category maturity likely to limit growth but opportunities still remain within chocolate confectionery

Other sweet snacks informing new product development

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DISCLAIMER

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