



Euromonitor
International

Sugar Confectionery in Thailand

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Concerns over excessive sugar content limits retail volume growth of sugar confectionery
Greater product variety drives growth in pastilles, gummies, jellies and chews
Small local grocers and convenience retailers continue as key distribution channels

PROSPECTS AND OPPORTUNITIES

Health-related product innovation will be key driver of growth
Fortified gummies and jellies will be increasingly viewed as more convenient alternative to traditional vitamin supplements
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