



Sugar Confectionery in Thailand

August 2024

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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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