

Sugar Confectionery in India

October 2024

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Sugar Confectionery in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pastilles, gummies, jellies and chews benefits from the health and wellness trend

Sugar confectionery faces challenges on account of health concerns and competition from healthier alternatives

Small local grocers continues to dominate the distribution of sugar confectionery

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Legal challenges, coupled with evolving consumer preferences, could act as a hindrance to growth for sugar confectionery New innovations and flavours will be key to increase consumption occasions

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