



Chocolate Confectionery in Italy

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value over volume sales continue due to lingering inflationary pressures
Innovations, from collaborations to toys and vegan alternatives, help to support sales in seasonal chocolate and chocolate with toys
Neurological experiments connected to the tasting of chocolate tablets make Vanini stand out from the crowd

PROSPECTS AND OPPORTUNITIES

Sustainability trends set to continue, such as seen with ICAM's Uganda initiative
Ferrero expected to maintain its lead thanks to ongoing innovations and sustainability commitments
Existing trends will continue and consolidate over the forecast period

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DISCLAIMER

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