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Chocolate Confectionery in the Czech Republic

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cocoa prices soar in 2024 as suppliers unable to meet demand due to poor harvests
- Price promotions having a significant impact on consumer purchasing decisions
- Filled and plain milk driving sales of tablets

PROSPECTS AND OPPORTUNITIES

- Fairtrade chocolate confectionery expected to gain interest
- Private label expected to provide strong competition despite enduring popularity of Orion and Milka
- Discounters and e-commerce set to win further share in chocolate confectionery

CATEGORY DATA

- Summary 1 - Other Chocolate Confectionery by Product Type: 2024
- Table 1 - Sales of Chocolate Confectionery by Category: Volume 2019-2024
- Table 2 - Sales of Chocolate Confectionery by Category: Value 2019-2024
- Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024
- Table 5 - Sales of Chocolate Tablets by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024
- Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
- Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
- Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

Snacks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

- Snacks in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2019-2024
- Table 14 - Sales of Snacks by Category: Value 2019-2024
- Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Snacks by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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