



# Sugar Confectionery in Indonesia

August 2024

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## Sugar Confectionery in Indonesia - Category analysis

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#### 2024 DEVELOPMENTS

Sugar confectionery continues to face structural challenges due to health and wellbeing trends

A competitive category with a mix of local and international names

Sugar confectionery remains dependent on impulse sales

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends will continue to pose a challenge to sugar confectionery over the forecast period

Ongoing product developments expected, with a likely focus on “healthier” sweets for children

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