



Sugar Confectionery in Hungary

July 2024

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Sugar Confectionery in Hungary - Category analysis

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2024 DEVELOPMENTS

Increasing prices, thanks to rising sugar costs, combined with growing health concerns, continue to impact sales

Medicated confectionery remains popular

Haribo continues to dominate sales

PROSPECTS AND OPPORTUNITIES

Rising levels of health awareness will continue to impact sugar confectionery sales, with a shift towards softer textures

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DISCLAIMER

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