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# Chocolate Confectionery in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modest growth for chocolate confectionery, following consecutive declines
- Brand collaborations continue to spur consumer interest
- Convenience stores continues as key distribution channel

PROSPECTS AND OPPORTUNITIES

- Chocolate confectionery may face limited innovation amidst increasing competition
- Brands will tap into festive occasions when it comes to new product innovation
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