



Chocolate Confectionery in Eastern Europe

February 2021

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Boxed assortments and seasonal chocolate hit by COVID-19 in 2020

Tablets the driving force behind overall 2015-2020 market growth

Chocolate pouches and bags prove ideal for sharing at home in 2020

Modern grocery retailers dominate sales in Eastern Europe

Growth for e-commerce, but forecourt retailers and vending lose share

LEADING COMPANIES AND BRANDS

Increasing concentration in the Russian market

Ferrero continues to gain share in 2020

Russia the biggest market for all but Roshen in the top 10 players

Alenka and Twix switch places, while leader Kinder adds more share

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Strong rebounds expected for boxed assortments and seasonal chocolate

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