



Chocolate Confectionery in Bosnia and Herzegovina

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

The enduring allure of chocolate: Health and indulgence go hand-in-hand
Premiumisation takes centre stage: Boxed assortments and tablets lead the charge
A year of innovation: New products and brands drive market dynamism

PROSPECTS AND OPPORTUNITIES

Chocolate's staying power: Stable demand despite demographic challenges
Chocolate with toys: A recipe for growth among young consumers
Premiumisation's continued ascendancy: International players enter the fray

CATEGORY DATA

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Snacks in Bosnia and Herzegovina - Industry Overview

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SOURCES

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