

# Sugar Confectionery in Portugal

July 2023

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## Sugar Confectionery in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat and declining volume, due to sugar confectionery not being a priority category  
Few innovations in a mature category, although Haribo and Chupa Chups launch new variants  
Medicated confectionery maintains a degree of popularity

#### PROSPECTS AND OPPORTUNITIES

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