



# Sugar Confectionery in India

October 2023

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## Sugar Confectionery in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pastilles, gummies, jellies and chews emerges as interesting format in sugar confectionery with newer product formats and flavours  
Sugar confectionery faces stiff competition from chocolate confectionery

#### PROSPECTS AND OPPORTUNITIES

High sugar might act as a deterrent going forward with legal complications and rise of health-conscious consumers  
Mints with functional claims to enjoy greater importance over the forecast period

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