

Chocolate Confectionery in Serbia

July 2023

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Chocolate Confectionery in Serbia - Category analysis

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2023 DEVELOPMENTS

Return to active, on-the-go lifestyles fuels demand for chocolate confectionery

Consumers pay more attention to discounts and promotions, as well as private label, in the context of high inflation

Despite the inflationary pressure, consumers remain loyal to their favourite brands

PROSPECTS AND OPPORTUNITIES

Stable growth expected, despite tough economic conditions, thanks to its status as an affordable indulgence

Discounts, promotions and limited editions will be a key feature of the category, as consumers remain price sensitive

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