

# Chocolate Confectionery in Croatia

July 2023

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#### 2023 DEVELOPMENTS

Chocolate confectionery sees healthy current value growth in 2023  
Players jostle for premium positioning to differentiate in a competitive field  
Growing range of healthier chocolate confectionery

#### PROSPECTS AND OPPORTUNITIES

Modest growth over the forecast period in a mature product area  
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E-commerce continues to grow as more consumers perceive the channel to be trustworthy and reliable

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