



Sugar Confectionery in Denmark

June 2025

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Sugar Confectionery in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate current value growth in 2025, with gummies and jellies the largest subcategory

Haribo's gummies and jellies maintain a strong presence in key distribution channels

Discounters lead sales as price sensitivity continues

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for sugar confectionery in the years ahead

Technology set to continue apace, driving innovation

Players will continue to tap into Danes' strong affinity with liquorice

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DISCLAIMER

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