

## Sugar and Gum Confectionery - Brazil - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The Brazilian sugar and gum confectionery market is highly concentrated, with the top five operators accounting for more than 90% of the sales by volume and by value. However, the biggest share of new product launches comes from smaller companies, showing that the sugar confectionery market is highly fragmented in terms of NPD, which is good for competition and innovations.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Candies and health issues
- Attracting older consumers to eat more candies

Smaller companies can try to win market share by launching innovative products with different flavors. The population is aging and they also eat less sugar and gum confectionery than younger consumers, so companies have to be creative to attract them.

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