



Chocolate Confectionery in Singapore

July 2025

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2025 DEVELOPMENTS

A solid retail value increase in 2025, with soaring cocoa prices contributing to growth

Ferrero SpA continues to lead chocolate confectionery with its diverse portfolio

Supermarkets remains the key distribution channel for chocolate confectionery thanks to a wide product range

PROSPECTS AND OPPORTUNITIES

Opposing factors set to impact value and volume sales of chocolate confectionery over the forecast period

Brands will harness virality of social media platforms and targeted collaborations to drive interest

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