



Sugar Confectionery in Austria

July 2025

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Sugar Confectionery in Austria - Category analysis

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2025 DEVELOPMENTS

Sugar confectionery records steady growth, driven by innovation and health-focused medicated confectionery

Storck GmbH retains its leadership as Katjes Fassin GmbH & Co. KG drives growth

Supermarkets leads distribution while retail e-commerce gains momentum in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Ongoing growth will be supported by gummies and jellies and medicated confectionery

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