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# Boiled Sweets in Eastern Europe

## Poland and Russia

*From the Euromonitor International report  
The Market for Confectionery in Eastern Europe.*

**B**oiled sweets continue to be a particularly large and traditional subsector of the confectionery markets of Eastern Europe. This region accounted for almost 29 percent of global boiled sweets tonnage in 1998 at 427,100 metric tons. However, Eastern Europe was also the only region to suffer an overall decline in volume sales of boiled sweets over the 1994–1998 period, with sales falling by 27.9 percent.

### REGIONAL VALUE SALES

Due to the low unit prices of boiled sweets in Eastern Europe, the region has comparatively little importance in value terms within the global market, accounting for only 11.4 percent of sales in 1998.

### KEY COUNTRY SALES

As far as individual countries are concerned, only three markets had sales of more than 100,000 metric tons in 1998. Russia is the largest of these, with 270,200 metric tons. Although this represents a decline of around one-third on 1994 sales, value sales fared better, remaining fairly stable over the period at nearly US\$487 million in 1998. Boiled sweets is the largest subsector of the Russian sugar confectionery sector.

The next two markets by volume were the U.S. and Turkey. However, while the U.S. boiled sweets subsector remained stable, the Turkish market grew strongly, with

its volume increasing by 38.1 percent over the review period and doubling in value terms.

The U.S. is the biggest market for boiled sweets by value due to the relatively high unit cost compared with Eastern Europe. Sales in 1998 reached a value of almost US\$1.2 billion, although again these were fairly static over the review period.

According to the Euromonitor International's report, highest volume growth in boiled sweets over the 1994–1998 period was recorded in Vietnam, where sales rose by 76.2 percent to reach 26,600 metric tons by 1998. This remains the traditional form of confectionery in Vietnam, accounting for over half the market. A combination of ease of manufacture, low prices, widespread availability and heavy advertising helped to ensure their continued popularity over the survey period.

### SUGAR CONFECTIONERY—POLAND

For many years, boiled sweets were the most popular confectionery products in Poland, normally sold by weight, often of low quality but affordable to all customers. From the beginning of the 1990s, the quality of these products started to improve, and people started to turn to other, more recently introduced products. However, the boiled sweets subsector remains strong as Polish consumers are highly price sensitive.