

Sugar Confectionery - China - May 2012

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"Mintel's research has found that consumers' interest in sugar confectionery remains strong, and growth opportunities still abound in China's sugar confectionery market. The challenge facing manufacturers and suppliers is to understand consumers' inner needs for sugar confectionery and gum, particularly in the aspect of emotional fulfilment, in order to bring down any barriers to consumption that may exist in the impulse buying market."

– Xing Huang, Senior Research Manager

In this report we answer the key questions:

- How to grow the sugar confectionery business in this highly seasonal market?
- What does functional confectionery really mean to consumers?
- What motivates consumers to buy and consume sugar confectionery?
- How can sugar confectionery compete more effectively against chocolate and savoury snacks?

This report covers products of sugar confectionery based on the definitions made by Mintel's GNPD data base. It covers the following 11 sub-categories:

- Boiled sugar confectionery
- Liquorice
- Lollipops
- Marshmallows
- Medicated confectionery
- Mixed assortments
- Pastilles, gums, jellies and chews
- Standard & power mints
- Sticks, liquids and sprays
- Toffees, caramels and nougat.

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