

Chocolate Confectionery - China - July 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

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"The China chocolate market has been growing steadily over the past five years and is expected to continue developing at such a rate in future as Chinese consumers gradually embrace the concept of real chocolate owing to rising incomes and greater exposure to the western lifestyle."

– Can Huang, Senior Research Analyst

In this report we answer the key questions:

- What are the brand positionings of key chocolate brands and where are their opportunities for new brand positionings in the Chinese chocolate market?
- What are the latest innovation trends in chocolate and what kind of innovation do consumers most demand in China?
- Where and how could chocolate brands expand to stimulate market growth?

Since international chocolate brands came to China 30 years ago, chocolate has been regarded as a foreign product best suited for gifting during festive seasons. Personal consumption, however, remains quite occasional for various reasons such as its high price, consumer health concerns and competition from other snacks. Therefore, the key to build a much bigger and more sustainable chocolate market in China is to encourage more and more consumers to buy and eat chocolate for themselves on a day-to-day basis.

To achieve this, chocolate manufacturers need to consider differentiating their products' positioning through greater focus on consumers' functional and emotional needs. Currently, the product positioning of chocolates tends to focus on taste, mouth feel, and romantic messaging. Furthermore, a more active rate of product innovation and stronger efforts to target on-the-go occasions could also help to push overall chocolate consumption in China.

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