

## Sugar Confectionery - China - December 2014

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

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“Competition in the market is forcing manufacturers to diversify their product to meet the needs of increasingly sophisticated consumers. There are increasing new opportunities for products aimed at specific consumer segments, such as women and the elderly.”  
 – Matthew Crabbe, Director of Research, APAC

## This report looks at the following areas:

- Pursuing the online sales option
- Accentuate the artisanal
- Segment to survive

The sugar confectionery market faces slowing growth and high fragmentation, leaving brands vulnerable to weak market share and poor consumer loyalty. Leading companies are selling more higher-end products to alleviate this, but have done little to target the needs of specific consumer groups based on gender or age group lines.

Sugar confectionery products aimed at specific demographic groups could focus on functional benefits and natural ingredients, suited to the needs of each group, such as helping with nutrition or avoiding ailments.

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## DID YOU KNOW?

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