Chocolate - China - May 2015

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"Chocolate is mainly consumed as an indulgent snack among Chinese consumers, but the high average retailing price has posed a big obstacle for brands to encourage consumers – particularly the low earners – to eat more chocolate."
– Hao Qiu, Research Analyst

This report looks at the following areas:

- How well do consumers understand cocoa butter substitute?
- How to market chocolate as a filling snack to increase on-the-go consumption?
- Enhancing value perceptions for luxury brands

The growth of China's chocolate market slowed down in 2014. Although the chocolate volume consumption per capita in China is still low and has space to grow further, the average retailing price is much higher, which is a major barrier for brands to engage with a wider population or to encourage people to eat more.

This report goes into details to uncover future growth opportunities for the chocolate market. Potential drivers include consumers' increasing needs for on-the-go consumption, their willingness to trade up for self-indulgence and the growing affinity towards foreign culture.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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