

## Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“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.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

## DID YOU KNOW?

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

# Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

#### Definition

Figure 1: Definition of Low/Mid/High MHI groups, by city tier

#### Methodology

#### Abbreviations

### Executive Summary

#### The market

Figure 2: Retail sales of chocolate, by volume, China, 2009-19

Figure 3: Retail sales of chocolate, by value, China, 2009-19

#### Companies and brands

Figure 4: Value share of China's chocolate retail market, by company, 2013 and 2014

#### The consumer

##### Purchase channel of chocolate

Figure 5: Purchase channel of chocolate, by self-consumption and gifting, January 2015

##### Most popular types of chocolate for self/family consumption and gifting

Figure 6: Types of chocolate bought for self/family consumption, January 2015

Figure 7: Types of chocolate bought for gifting, January 2015

##### Chocolate brand bought most often for self/family consumption and the reasons

Figure 8: Chocolate brand bought most often for self/family consumption, January 2015

Figure 9: Reasons for consumers buying a particular chocolate brand more often, by chocolate brand bought most often for self/family consumption, January 2015

##### What product features are consumers willing to pay a premium for?

Figure 10: Product features consumers are willing to pay a premium for, January 2015

##### Purchase behaviour of and attitudes towards chocolate

Figure 11: Consumer purchase behaviours of and attitudes towards chocolate, January 2015

##### Meet the Mintropolitans

Figure 12: Demographic profile of Mintropolitans versus Non-Mintropolitans, by gender, age and personal income

Figure 13: Demographic profile of Mintropolitans versus Non-Mintropolitans, by marital status, city tier and education level

##### Key issues

##### How well do consumers understand cocoa butter substitute?

Figure 14: Consumer understanding of cocoa butter substitute, January 2015

##### How to market chocolate as a filling snack to increase on-the-go consumption?

##### Enhancing value perceptions for luxury brands

##### What we think

### Issues and Insights

#### How well do consumers understand cocoa butter substitute?

#### The facts

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The implications

How to market chocolate as a filling snack to increase on-the-go consumption?

### The facts

#### The implications

Figure 15: Lotte Hawaiian Breakfast Chocolate, Japan, 2013

Enhancing value perceptions for luxury brands

### The facts

#### The implications

Figure 16: Examples of premium chocolate with smaller/thinner unit to enhance value proposition, China, 2014

## Trend Application

Objectify

Attention Economy

Locavore

## Market Size and Forecast

### Key points

Retail volume sales slowed down due to the rising retailing price in 2014

Figure 17: Retail sales of chocolate, by volume and value, China, 2012-14

Figure 18: Monthly average price of cocoa, January 2013-February 2015

Growth opportunity comes from repositioning chocolate as a more affordable indulgent snack

Figure 19: Change of consumption of different types of snacks, October 2014

Figure 20: Average retailing prices of main snack categories, China, 2014

The market will continue to grow but at a slower pace

Figure 21: Retail sales of chocolate, by volume, China, 2009-19

Figure 22: Retail sales of chocolate, by value, China, 2009-19

### Forecast methodology

#### Key market drivers

Greater consumer needs for on-the-go occasions could fuel market growth

Figure 23: Selected purchase channel of chocolate, 2013 and 2015

Market value growth will benefit from consumers' willingness to trade up for self-indulgence

Figure 24: Purchase behaviour of chocolate, by monthly household income, January 2015

Greater affinity towards foreign culture will drive chocolate sales for gifting and celebration on those festivals

#### Market barriers

High retailing price bars lower-income consumers from eating more chocolate

Figure 25: Average retailing price of chocolate, China, Japan, UK and US, 2014

Health concerns on diabetes and obesity restrain consumers from eating chocolate more often

## Market Segmentation

### Key points

Individually wrapped chocolate led the growth in 2014

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 26: Retail volume and value sales of chocolate, by segment, China, 2014

Chocolate in more delicate and unique formats and packaging enjoys faster growth in the next five years

Figure 27: Retail volume sales of chocolate, by segment, China, 2014-19

## Market Share

### Key points

Mars is still the clear leader, though volume share declined in 2014

Figure 28: Value and volume share of China's chocolate retail market, by company, 2013 and 2014

Figure 29: Examples of chocolate products playing nostalgia, US, 2014-15

Hershey took a leap in market share thanks to active NPD

## Who's Innovating?

### Key points

Individually wrapped chocolate led in format innovation

Figure 30: Share of chocolate NPD, by segment, April 2012-March 2015

New product launches continue to drop and variety/range extension is up

Figure 31: Share of chocolate NPD, by launch type, April 2012-March 2015

Plain flavours down while hazelnut, almond and oat flavours up

Figure 32: Share of top flavours in chocolate NPD, 2013 and 2014

New dessert-inspired flavours rise over the past year

Figure 33: Examples of chocolate with dessert-inspired flavours, China, 2014-15

Ferrero launched Kinder Joy Egg Chocolate with toys targeting boys and girls separately

## Companies and Brands

Mars Incorporated

Latest development

Figure 34: Dove Jewels Assorted Hazelnut Chocolate, China, 2014

Ferrero S.p.A

Latest development

The Hershey Company

Latest development

Meiji Holdings Co., Ltd.

Latest development

MUJI and IKEA

Tao Brands: Amovo (魔吻) and Bouquet (卜珂)

## The Consumer – Purchase Channel of Chocolate

### Key points

Online channel rises to be among the top three purchase channels

Figure 35: Purchase channel of chocolate, by self-consumption and gifting, January 2015

Young consumers in their twenties tend to buy on the go

Figure 36: Purchase channel of chocolate for self/family consumption, by age, January 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Example of chocolate tablet packaging innovation that is easy to open, Japan, 2014

## Regional difference analysis

Figure 38: Purchase channel of chocolate for self/family consumption, by region, January 2015

## Online store is the top channel for twenties when buying chocolate for gifting

Figure 39: Purchase channel of chocolate for gifting, by age, January 2015

## The Consumer – Most Popular Types of Chocolate for Self/family Consumption and Gifting

### Key points

#### Plain dark chocolate is a top choice for women, milk chocolate for men

Figure 40: Types of chocolate bought for self/family consumption, January 2015

Figure 41: Example of snack with guilt-free claim on-pack, UK, 2014

#### The majority switch between different chocolate types

Figure 42: Repertoire of types of chocolate bought for self/family consumption, by gender and age, January 2015

#### Give emotional touch via filling ingredients to target romantic occasions

Figure 43: Types of chocolate bought as gifts for partner/romantic interest, January 2015

#### Milk chocolate and chocolate with extra ingredients are more bought as gifts for kids

Figure 44: Types of chocolate bought as gifts for kids, January 2015

## The Consumer – Chocolate Brand Bought Most Often for Self/family Consumption and the Reasons

### Key points

#### Foreign brands take a clear lead owing to their high brand awareness, preferable taste and wide distribution

Figure 45: Chocolate brand bought most often for self/family consumption, January 2015

Figure 46: Reasons for consumers buying a particular chocolate brand more often, by chocolate brand bought most often for self/family consumption, January 2015

#### Local brands have an advantage in value for money and flavour varieties

Figure 47: Examples of chocolate flavours with Chinese features by local brands, China, 2012-15

#### Imported brands are strong in taste perception and premium image but are weak in distribution and high price

Figure 48: Reasons for consumers buying a particular chocolate brand more often, by chocolate brand bought most often for self/family consumption, January 2015

#### Women are more exploratory in taste while men are more brand-oriented

Figure 49: Reasons for consumers buying a particular chocolate brand more often, by gender, January 2015

## The Consumer – What Product Features are Consumers Willing to Pay a Premium for?

### Key points

#### Brand building is still the key to premiumisation

Figure 50: Product features consumers are willing to pay a premium for, January 2015

#### Young consumers aged 20-24 tend to buy in packaging innovations

Figure 51: Selected product features consumers are willing to pay a premium for, by age, January 2015

#### Foreign identity is an important factor to charge a premium

Figure 52: Product features consumers are willing to pay a premium for, by consumer purchase behaviour of premium chocolate, January 2015

#### Elder consumers care more about the chocolate ingredients

Figure 53: Selected product features consumers are willing to pay a premium for, by age, January 2015

## The Consumer – Purchase Behaviour of and Attitudes towards Chocolate

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Chocolate - China - May 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Key points

Consumers aged 25-39 show greater trading up trend

Figure 54: Consumer purchase behaviours of chocolate, January 2015

Figure 55: Selected consumer purchase behaviour of chocolate, by age, January 2015

Consumers living in the North have a greater preference for dark chocolate

Tao Brands are more popular among the young consumers aged 25-29

Figure 56: Selected consumer purchase behaviour of chocolate, by age, January 2015

Consumers living in the West have a greater sweet preference

Figure 57: Consumer attitudes towards chocolate, January 2015

## The Consumer – Meet the Mintropolitans

### Key points

Why Mintropolitans?

Who are they?

Figure 58: Demographic profile of Mintropolitans versus Non-Mintropolitans, by gender, age and personal income

Figure 59: Demographic profile of Mintropolitans versus Non-Mintropolitans, by marital status, city tier and education level

Mintropolitans are much more likely to be chocolate fans

Figure 60: Purchase channel of chocolate, by consumer classification, January 2015

Mintropolitans are more into foreign brands, particularly imported brands, mainly for their guaranteed product quality

Figure 61: Chocolate brand bought most often for self/family consumption, by consumer classification, January 2015

Figure 62: Reasons for consumers buying a particular chocolate brand more often, by consumer classification, January 2015

Mintropolitans judge the value of a premium chocolate by exteriors

Figure 63: Product features consumers are willing to pay a premium for, by consumer classification, January 2015

Mintropolitans are only a small step ahead of non-MinT in understanding of cocoa butter substitute

Figure 64: Consumers' understanding of cocoa butter substitute, by consumer classification, January 2015

## Appendix – Market Size and Forecast

Figure 65: Retail volume sales of chocolate, China, 2009-19

Figure 66: Retail value sales of chocolate, China, 2009-19

## Appendix – Market Segmentation

Figure 67: Retail volume sales of tablets, China, 2009-19

Figure 68: Retail value sales of tablets, China, 2009-19

Figure 69: Retail volume sales of countlines, China, 2009-19

Figure 70: Retail value sales of countlines, China, 2009-19

Figure 71: Retail volume sales of individually wrapped chocolate, China, 2009-19

Figure 72: Retail value sales of individually wrapped chocolate, China, 2009-19

Figure 73: Retail volume sales of non-individually wrapped chocolate, China, 2009-19

Figure 74: Retail value sales of non-individually wrapped chocolate, China, 2009-19

Figure 75: Retail volume sales of other chocolate, China, 2009-19

Figure 76: Retail value sales of other chocolate, China, 2009-19

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)