

## Chocolate Confectionary - China - June 2017

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“Chinese consumers primarily consume chocolate to enhance the mood rather than as a snack, so making chocolate more snack-like should potentially expand the usage.”

— **Ching Yang, Senior Research Analyst**

This report looks at the following areas:

- **Chocolate snackification to increase consumption**
- **Position cocoa beans in a similar way as coffee beans**
- **Personalisation makes chocolate a better gift**

Mintel estimates that the growth rate of China's retail chocolate market in both 2016 and 2017 has been negative. The unsatisfactory performance is caused by the slowdown of new product innovation from major mainstream players and the rising competition from various healthier snack food options.

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### DID YOU KNOW?

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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