

Chocolate Confectionery - China - July 2019

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This report looks at the following areas:

- Slim recipe with nutrients fortified can fit into the premiumisation trend
- Innovation on texture is more appealing than on flavour
- Unconventional chocolate consumption method targets niche markets

Mintel estimates that value sales of China's retail market for chocolate confectionery in 2019 will positively increase, rising 3% to reach RMB 30.7 billion in 2019. While volume sales will decrease due to consumer interest in healthier lifestyles.

Brands are localising marketing strategies and diversifying product lines to better meet consumers' expectations and keep themselves competitive at the same time. E-commerce has become a territory that both global and domestic brands are eager to further explore. The category is also under pressure in terms of product innovation. Brands are seeking breakthroughs on flavours, textures as well as packaging design with the purpose to expand current consumer base.

Transitioning from quantity focused to quality is a key feature of the market. Besides the demand for new flavours, consumers want recipes with rich nutrients as a result of their growing health awareness. Moreover, since consumers' consumption concept has been upgraded, smaller sized packs and premium quality represent the direction of market development.



"The Chinese chocolate market is benefiting from e-commerce but still requires more innovation. The rising price per retail unit has contributed to retail sales value growth, and reflects the trend towards product premiumisation and consumers' increasing health consciousness, which is creating higher demands on chocolate quality."

– Zhenni Wu, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report

EXECUTIVE SUMMARY

- The market
- Companies and brands
- International brands still play dominant roles in domestic market

Figure 1: Market share of main companies in chocolate confectionery market, China 2017-18

- Localise marketing strategies and diversify product lines are the driving forces
- Brands dropping offline activity
- Domestic brands seeking new opportunity
- The consumer
- Plain flavoured chocolates are welcomed for self-use while flavoured chocolate targets a niche market

Figure 2: Chocolate usage, February 2019

- Females eat to enhance mood and males eat to boost energy

Figure 3: The reasons of buying chocolate for self, by gender, February 2019

- Healthier ingredients and innovation in packaging motivate purchases for children

Figure 4: Triggers of buying chocolate for kids, February 2019

- Relationships between consumer perceptions and brand positioning

Figure 5: Features of chocolate brands, February 2019

- Innovations on flavour, texture and ingredients drive category premiumisation

Figure 6: Features respondents would like to try with, February 2019

- What we think

Figure 7: Hershey's Kiosk store

ISSUES AND INSIGHTS

- Slim recipe with nutrients fortified can fit into the premiumisation trend
- The facts
- The implications

What's included

Executive Summary

Full Report PDF

Infographic Overview

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Figure 8: Chocolate product examples with health benefits, Japan

- **Innovation on texture is more appealing than on flavour**
- **The facts**
- **The implications**

Figure 9: Fondant au chocolate brings consumers multi-layered mouth-feel

Figure 10: AKOKO's Ruby Chocolate, China, 2018

- **Unconventional chocolate consumption method targets niche markets**
- **The facts**
- **The implications**

Figure 11: Chocolate products with unconventional consumption method

THE MARKET – WHAT YOU NEED TO KNOW

- **Sales value rises while volume dips**
- **Integration of e-commerce channel accelerates category growth**
- **Demand towards premiumisation directs the development for the chocolate category**
- **Cross category competition results in chocolate's shrinking in gifting market**

MARKET SIZE AND FORECAST

- **Sales value maintains steady growth rate**
Figure 12: Best and worst case forecast for chocolate confectionery, by value, 2014-24
- **Sales volume decrease slightly downward**
Figure 13: Best and worst case forecast for chocolate confectionery, by volume, 2014-24

MARKET FACTORS

- **Climbing cocoa bean price contributes to category value growth**
Figure 14: Cocoa bean monthly averages of daily prices, 2017-19 (till May)
- **Changing lifestyles demand low-calorie/fat recipe and healthier ingredients**
Figure 15: Average per capita disposable income, china 2016-18
- **Other categories compete in gifting occasion**
- **E-commerce helps new brands/products reach consumers in vast scale**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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MARKET SEGMENTATION

- **Value and volume of online sales get increased**
Figure 16: Online retail value and volume in chocolate confectionery market, China 2014-19 (est)
- **Value and volume of offline drop in performance**
Figure 17: Offline retail value and volume in chocolate confectionery market, China 2014-19 (est)

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **International brands better integrate into domestic market**
- **Brands attempt to step into new market**
- **Booming domestic brands dip toes into chocolate market**

MARKET SHARE

- **Premium brands maintain market share**
Figure 18: Market share of main companies in chocolate confectionery market, China 2017
Figure 19: Market share of main companies in chocolate confectionery market, China 2018
- **Domestic brands create pressure on category leaders**
Figure 20: Domestic chocolate brands
- **Brands acquire more shares through e-commerce**

COMPETITIVE STRATEGIES

- **International brands localise production and marketing strategies**
Figure 21: Ferrero's gift box decorated with a Chinese knot and blessing notes
Figure 22: Ferrero's marketing campaign 'Face of Kinder Joy'
- **Explore new categories for blurring opportunities**
Figure 23: Product of 'Xuanmiao' Cup
- **Strive to develop e-commerce channel**
Figure 24: Dove's marketing campaign of 'Dove Tmall super brand day'

WHO'S INNOVATING?

- **Consumers expect innovations on texture**
Figure 25: Top 5 textures in chocolate confectionery new launches, China, 2016-18
Figure 26: Chocolate with smooth texture, China 2019
- **Demand for more products with nutrient fortified and low calorie claims**
Figure 27: % of chocolate confectionery new launches with claim on fortified nutrients, Global, 2016-18

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 28: Chocolate with nutrient fortified claim, 2019

- **Seasonal claims are on the rise**

Figure 29: % of new launches in chocolate confectionery having claim on seasonal, China vs Global, 2016-18

Figure 30: Godiva's gift box in Valentine's day, China 2018

Figure 31: Chocolate with seasonal claims, China 2018-19

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Healthiness is the primary concern**
- **Chocolate should not only simply be a treat**
- **Innovations fulfil changing demands**

CHOCOLATE USAGE

- **Black chocolate consumers purchase more for self-use**
Figure 32: Chocolate usage, February 2019
- **Plain milk/chocolate with inclusions favoured by children**
- **Unflavoured chocolate still dominates the market**
Figure 33: Top 5 flavours of new launches in chocolate confectionery category, China 2016-18

TRIGGERS OF BUYING CHOCOLATE FOR SELF

- **Satisfying emotional demand is the top reason**
Figure 34: The Reasons of buying chocolate for self, by gender, February 2019
- **Different groups consume chocolate with different purposes**
Figure 35: Baci delivers brand message via a 'love note' inside
Figure 36: The reasons of buying chocolate for self, by gender & age, February 2019

TRIGGERS OF BUYING CHOCOLATE FOR KIDS

- **Healthy ingredients become the first consideration**
Figure 37: Triggers of buying chocolate for kids, February 2019
- **Flavours plays an important role**
- **Innovation on packaging effects**

CHOCOLATE BRAND PERCEPTION

- **Foreign brands maintain positive images**
Figure 38: Features of chocolate brands, February 2019
- **Amovo leaves a trendy impression on its buyers of post-1990s**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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INNOVATION OPPORTUNITY

- **Innovations in texture more valued**
Figure 39: Features respondents would like to try with, February 2019
- **Growing health awareness boosts demand for natural and nutritious foods**
- **Flavours still can drive consumption**
Figure 40: Top 10 flavours in new launches in chocolate confectionery, China, 2016-18
- **Room for chocolate blending with other snacks**
- **Flavoured chocolate users are pursuing innovative flavours and customised products**
Figure 41: The 'Red Line', designed for special group, UK 2018

GENERAL ATTITUDES AND HABITS

- **Further knowledge about cocoa butter is needed**
Figure 42: General attitudes and habits towards chocolate, February 2019
- **Small-size packaging fits the trend**
- **Positive attitude towards premium products**
- **Diversifying formats**
Figure 43: Godiva's dipping sauce line creates creative chocolate format, China, 2018

MEET THE MINTROPOLITANS

- **Higher proportion consume chocolate**
Figure 44: Types of chocolate have bought in the last 6 months, by consumer classification, February 2019
- **Wider reasons trigger consumption**
Figure 45: The reasons of buying chocolate for self, by consumer classification, February 2019
- **Interested in experiencing novel texture and flavours and creative consumption method**
Figure 46: Features consumers would like to try, by consumer classification, February 2019
- **The pursuit of premium quality**
Figure 47: General attitudes and habits towards chocolate, by consumer classification, February 2019

APPENDIX – MARKET SIZE AND FORECAST

Figure 48: Retail sales value of chocolate confectionery category, China, 2014-24

Figure 49: Retail sales volume of chocolate confectionery category, China, 2014-24

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Fan chart forecast**
- **Abbreviations**

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