

Chocolate Confectionery - China - May 2012

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"Chocolates are still very much regarded as a foreign product to Chinese consumers, despite the fact that chocolates have existed in China for many years. There are still people in the country that have not tasted a real chocolate, let alone gourmet chocolate. Average consumer incomes have risen in recent years, increasing the consumer base for more premium and foreign products, which are of particular interest to the younger generation. These younger generations are looking forward to enjoying the finer things in life and are more aware of the luxury associated with real chocolate. There are also many new occasions and prospects for chocolate consumption that have not yet been fully explored, and any innovation will create new opportunities in the market."

– **Chow Lui Meng** – Research Analyst

In this report we answer the key questions:

- How can chocolate manufacturers increase sales, when sweets, gums and snacks are more widely consumed?
- Can the diversification of cocoa butter use within products continue to drive sales of chocolate confectionery in the face of rising cocoa commodity pricing?
- Can chocolate brands align themselves with changing consumer lifestyles in order to motivate more spending in the category?
- What prompts chocolate gifting, which represents a multibillion-dollar business in an extensive market?
- Can chocolate benefit from the 'healthier' halo that dark chocolate gives it?

This report covers the retail market for chocolate confectionery, including any type of confectionery that has chocolate as its main ingredient in the People's Republic of China.

Chocolate here means those products which contain cocoa solids, and includes those which have cocoa butter (and thereby include white chocolate) or cocoa butter substitutes.

The market has two subsectors, which are defined as follows:

- Imported chocolates
- Local chocolates – comprises all locally made chocolates including international brand chocolates which are made locally, domestic premium brand chocolates and the domestic mass brand chocolates.

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