

Chocolate Confectionery - China - July 2014

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“Product innovation is key to business growth, since consumers are open towards new and luxurious chocolate flavours and are willing to pay extra for chocolates with health-enhancing benefits. Meanwhile from an execution perspective, manufacturers could resort to launching seasonal flavours and packaging to both maintain consumer excitement and attract new users.”
 – Laurel Gu, Senior Research Analyst

This report looks at the following areas:

- Functional benefits as a new value proposition
- Seasonal chocolates/limited editions are white spaces to explore
- Exploring indulgent chocolate flavours

Chocolate is becoming a popular snack amongst Chinese consumers, with half of them eating it at least once a week and just 4% never eating it. Given that chocolate consumption frequency is on the rise thanks to people's growing disposable income, volume sales continue to grow at a steady pace while value sales increase even faster as a result of consumers trading up for higher-quality products.

The major players have been launching chocolates featuring healthy ingredients (eg, cereals, milk) and safety assurances (eg, no additives, low sugar), in a bid to cater to people's increasing health consciousness. Meanwhile they have been presenting chocolates in different packaging types (eg, single serve, family tubs, gifting packs) to fit into different buying purposes and consumption occasions.

This report goes into detail about understanding Chinese consumers' purchase and usage habits, as well as their attitudes towards chocolate confectioneries, and derives from this new areas of opportunities for companies to further drive category growth in the future.

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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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