

Chocolate Confectionery - China - July 2019

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“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**

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.

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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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