

Chocolate Confectionery in China

Market Direction | 2023-06-22 | 20 pages | Euromonitor

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Report description:

After experiencing a retail current value decline in 2022 due to the spread of the COVID-19 pandemic and corresponding lockdowns in major cities, with the easing of the country's zero-COVID policy chocolate confectionery is expected to return to growth in 2023. With the reopening of bricks-and-mortar stores and the recovery of logistics, sales of chocolate confectionery are expected to rebound, benefiting from the increase in product availability and recovery of offline impulse purchases. Despit...

Euromonitor International's Chocolate Confectionery in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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