

Chocolate Confectionery in Hong Kong, China

Market Direction | 2023-08-22 | 22 pages | Euromonitor

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Report description:

Hong Kong consumers are becoming more adventurous in their search for new taste experiences, and players are finding ways to cater to consumers' expanding palate in chocolate confectionery. For example, in late 2022, Hong Kong's dominant distribution channels for chocolate confectionery, such as the supermarket Wellcome and the convenience store chain 7-Eleven, aimed to attract customers by introducing new flavours and chocolate textures, such as Oreo Brownie by Milka, and Pistachio flavour by K...

Euromonitor International's Chocolate Confectionery in Hong Kong, 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Localised and innovative flavours attract consumers, with players also sustaining interest with offerings associated with desserts and beverages

Growth in health consciousness amongst consumers drives interest in single-origin premium dark chocolate

Diversification of strategies, instead of being solely reliant on celebrity promotions

PROSPECTS AND OPPORTUNITIES

Transparency in terms of cocoa bean origin will enable consumers to diversify and understand new offerings

Local companies to overcome challenges in the global move towards sustainable packaging and ethical production processes

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