

China Chocolate Market Report and Forecast 2024-2032

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Report description:

China Chocolate Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the China chocolate market size reached a value of USD 3.99 billion in 2023. Aided by the burgeoning consumer interest in premium and artisanal chocolates, along with a heightened awareness of chocolate's health benefits, the market is projected to further grow at a CAGR of 4.7% between 2024 and 2032 to reach a value of USD 6.04 billion by 2032.

Chocolate, once considered a foreign luxury in China, has swiftly found its place in the mainstream consumption habits of the Chinese population. This shift is largely attributed to the country's rapid urbanisation, increasing disposable incomes, and the influence of Western cultures. The Chinese chocolate sector is characterised by a diverse product range, including dark chocolate, milk chocolate, white chocolate, and filled chocolates, catering to a wide array of consumer preferences.

The increasing consumer preference for premium and high-quality chocolates is a significant driver of China chocolate market growth. As the Chinese middle class expands, there is a growing willingness among consumers to pay a premium for chocolates that offer unique flavours, superior ingredients, and artisanal craftsmanship. This trend is further bolstered by the growing awareness among consumers of the health benefits associated with dark chocolate, such as improved heart health and antioxidant properties, making it a popular choice among health-conscious consumers.

Another key factor contributing to the China chocolate market expansion is the innovative marketing and distribution strategies employed by chocolate manufacturers. Brands are increasingly leveraging online platforms and social media to engage with consumers, offering personalised and immersive shopping experiences. The advent of e-commerce has also played a pivotal role, making it easier for consumers to access a wide range of chocolate products from both domestic and international brands.

As per the China chocolate market outlook, the rise of artisan and craft chocolates is a notable trend, where consumers are increasingly drawn to small-batch, handcrafted chocolates made by local chocolatiers. These chocolates often boast unique flavours, innovative ingredient combinations, and a story behind their creation, offering a personalised experience that appeals to consumers seeking authenticity and quality. There's also a growing trend towards incorporating functional ingredients into chocolates, such as probiotics, vitamins, and superfoods like goji berries and chia seeds. These functional chocolates cater to health-conscious consumers looking for snacks that not only satisfy their sweet tooth but also offer nutritional benefits.

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As per the China chocolate market analysis, ethical sourcing and sustainability are becoming increasingly important to Chinese consumers, who are more aware of environmental issues and social responsibility. Chocolate brands that promote fair trade practices, sustainable farming, and eco-friendly packaging are gaining traction, as consumers are willing to support companies that align with their values.

The fusion of traditional Chinese flavours with chocolate is an emerging trend in the chocolate market in China, resulting in unique products that resonate with local tastes. Flavours such as Sichuan pepper, jasmine tea, lychee, and salted egg yolk are being incorporated into chocolates, offering consumers novel taste experiences and bridging the gap between traditional and modern culinary preferences.

The festive and gift-giving culture in China offers additional momentum to the China chocolate market share. Chocolates are becoming a popular gift choice during traditional festivals such as Chinese New Year, Valentine's Day, and Mid-Autumn Festival, driving seasonal spikes in chocolate sales. This trend is supported by the availability of attractively packaged chocolate gift boxes, tailored to cater to the cultural nuances of Chinese gift-giving practices.

Market Segmentation □

The market can be divided based on type, product type, and distribution channel.

Market Breakup by Type

- Dark Chocolate

- Milk Chocolate

- White Chocolate

Market Breakup by Product Type

- Pure Chocolate

- Compound Chocolate

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets

- Convenience Stores

- Online Stores

- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the China chocolate market. Some of the major players explored in the report by Expert Market Research are as follows:

- Mondelez International, Inc.

- Mars Inc.

- Ferrero International S.A.

- Nestle S.A.

- Perfetti Van Melle Group B.V.

- Hershey Company

- Dongguan Xuji Food Co., Ltd.

- Jiangsu Liangfeng Group

- Nu Company

- Huadong Cocoa Food (Xinghua) Co., Ltd.

- Others

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