

Chocolate Confectionery in China

Market Direction | 2024-06-13 | 20 pages | Euromonitor

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Report description:

Chocolate confectionery in China saw solid retail current value growth in 2023, and this trend is expected to be maintained in 2024. Beyond the traditional formats, chocolate confectionery continues to evolve in terms of textures and tastes. First, the variety of formats of chocolate confectionery has expanded, with 2024 seeing the introduction of chocolate containing popping candy, and chocolate paired with freeze-dried yoghurt cubes for a crispy texture. For example, the snack shop of the Chin...

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 2019-2023, 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 2028, 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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The health attributes of chocolate confectionery become increasingly robust

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