

# Chocolate in the BRIC (Brazil, Russia, India, China) Countries – Market Overview and Forecasts to 2014

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## Abstracts

### Introduction

This report covers key aspects of the chocolate market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

### Scope

- \* Contains information on six categories: boxed chocolate, molded bars, other chocolate, chocolate countlines, novelties and chocolate straightlines
- \* Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- \* Market level company and brand shares as well as distribution share information
- \* Recent product launches

### Highlights

Brazil is home to the second largest chocolate market, led by boxed chocolate.

Russia leads the chocolate market in terms of value among the BRIC nations.

India is set to be the most lucrative investment destination for the chocolate market in future.

### Reasons to Purchase

- \* Develop business strategies by understanding the quantitative trends within the chocolate market in high growth / emerging nations
- \* Identify key players within the chocolate market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- \* Obtain insight into new product launches within the chocolate market in Brazil, Russia, India and China

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Brazil is home to the second largest chocolate market, led by boxed chocolate

Russia leads the chocolate market in terms of value among the BRIC nations

India is set to be the most lucrative investment destination for the chocolate market in future

China is expected to exhibit steady growth between 2009 and 2014

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