

# India Chocolate Market (2017-2023): Market Forecast By Product Type, By Category, By Regions and Competitive Landscape

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## Abstracts

**India Chocolate Market (2017-2023):Market Forecast By Product Type (Milk Chocolates, White Chocolates and Dark Chocolates), By Category (Premium Chocolates and Non-Premium Chocolates), By Product Shape (Bar Chocolates and Assorted Chocolates), By Chocolate Type (Molded or Bar Chocolates Anode, Count lines & Straight-lines, Choco-panned & Sugar-panned and Others including Novelties, Boxed Chocolates), By Packaging (Flexible Packaging, Rigid Packaging and Paper & Board Packaging), By Distribution Channels (Grocery & Mom n Pop Stores, Hypermarkets & Supermarkets, Convenience Stores, Specialist Retailers and Others including E-commerce and Drug Stores), By Regions ( Eastern, Western, Northern and Southern) and Competitive Landscape**

India chocolate market is witnessing the trend of premiumization as a result of increasing disposable income. The country's chocolate market recorded significant demand for premium, dark, and sugar-free chocolates. With the stimulus western culture Indian consumers are changing their taste preferences towards chocolates rather than sweets. Moreover, adulteration issues in traditional sweets, improving distribution network, attractive packaging as well as online availability of chocolates are further complementing the growth of chocolates in India.

According to 6Wresearch, India chocolate market is projected to grow at a CAGR of over 19% during 2017-23. Milk chocolate segment captured majority of the market share in 2016, however, dark chocolate segment is likely to exhibit highest growth during the forecast period, owing to health benefits associated with it. Further, with growing trend of offering chocolates as gift, premium chocolates is expected to witness huge acceptance over the coming years.

Moreover, introduction of international brands, availability of a variety of flavors and expanding online chocolate distribution are the key factors catalyzing the growth of chocolate market in India. Additionally, more than 70% of chocolate consumption is from urban consumers and the country is posing huge opportunity in untapped rural segment. With relatively mature European and American markets, the global chocolate market players are eyeing on Indian marketplace.

The report thoroughly covers chocolate market by material, category, products, types, packaging, distribution channels, and regions. The report provides an unbiased and detailed analysis of the on-going trends, opportunities/ high growth areas, market drivers which would help the stakeholders to decide and align their market strategies according to the current and future market dynamics.

### Key Highlights of the Report

Historical data of Global Chocolate Market for the Period 2014-2016

Market Size & Forecast of Global Chocolate Market until 2023

Historical data of India Chocolate Market for the Period 2014-2016

Market Size & Forecast of India Chocolate Market until 2023

Historical and Forecast data of India Chocolate Market, By Product Types for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Category for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Product Shape for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Chocolate Types for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Packaging for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Distribution Channels for the Period 2014-2023

Historical and Forecast data of India Chocolate Market, By Regions for the Period 2014-2023

Market Drivers and Restraints

Market Trends and Opportunities

Industry Life Cycle and Value Chain Analysis

Porter's Five Forces Analysis

Competitive Landscape and Company Profiles

Recommendations

Key Highlights of the Report:

The report provides detailed analysis of the following market segments:

By Product Types

Milk Chocolates

White Chocolates

Dark Chocolates

By Categories

Premium Chocolates

Non-Premium Chocolates

By Product Shapes

Bar Chocolates

## Assorted Chocolates

### By Chocolate Types

Molded or Bar Chocolates Anode

Count lines & Straight-lines

Choco-panned & Sugar-panned

Others (Novelties, Boxed Chocolates etc.)

### By Packaging

Flexible Packaging

Rigid Packaging

Paper and Board Packaging

### By Distribution Channels

Grocery & Mom n Pop Stores

Hypermarkets & Supermarkets

Convenience Stores

Specialist Retailers

Others (E-commerce, Drug Stores)

### By Regions

Eastern

Western

Northern

Southern

## Contents

### 1 EXECUTIVE SUMMARY

### 2 INTRODUCTION

- 2.1 Key Highlights of the Report
- 2.2 Report Description
- 2.3 Market Scope & Segmentation
- 2.4 Assumptions & Methodology

### 3 GLOBAL CHOCOLATE MARKET OVERVIEW

- 3.1 Global Chocolate Market Revenues (2014-2023F)
- 3.2 Global Cocoa Beans Production Volume (2016)
- 3.3 Global Chocolate Market Revenue Share, By Regions (2016)

### 4 INDIA CHOCOLATE MARKET OVERVIEW

- 4.1 India Chocolate Market Revenues (2014-2023F)
- 4.2 India Cocoa Beans Production Volume (2016)
- 4.3 India Chocolate Industry Life Cycle
- 4.4 India Chocolate Market Opportunistic Matrix
- 4.5 India Chocolate Market Value Chain Analysis
- 4.6 India Chocolate Market Porter's Five Forces Model
- 4.7 India Chocolate Market Revenue Share, By Product Types (2016 & 2023F)
- 4.8 India Chocolate Market Revenue Share, By Category (2016 & 2023F)
- 4.9 India Chocolate Market Revenue Share, By Product Shape (2016 & 2023F)
- 4.10 India Chocolate Market Revenue Share, By Chocolate Types (2016 & 2023F)
- 4.11 India Chocolate Market Revenue Share, By Packaging (2016 & 2023F)
- 4.12 India Chocolate Market Revenue Share, By Distribution Channels (2016 & 2023F)
- 4.13 India Chocolate Market Revenue Share, By Regions (2016 & 2023F)

### 5 INDIA CHOCOLATE MARKET DYNAMICS

- 5.1 Impact Analysis
- 5.2 Market Drivers
- 5.3 Market Restraints
- 5.4 Market Opportunity

## **6 INDIA CHOCOLATE MARKET TRENDS**

- 6.1 Demand for Dark and Sugar-free Chocolates
- 6.2 Chocolates as Gift Substitutes
- 6.3 Organic Chocolates
- 6.4 Growing Penetration of International Brands

## **7 INDIA CHOCOLATE MARKET OVERVIEW, BY PRODUCT TYPES**

- 7.1 India Chocolate Market, By Milk Chocolates (2014-2023F)
- 7.2 India Chocolate Market, By White Chocolates (2014-2023F)
- 7.3 India Chocolate Market, By Dark Chocolates (2014-2023F)

## **8 INDIA CHOCOLATE MARKET OVERVIEW, BY CATEGORY**

- 8.1 India Chocolate Market, By Premium Chocolates (2014-2023F)
- 8.2 India Chocolate Market Revenues, By Non-Premium Chocolates (2014-2023F)

## **9 INDIA CHOCOLATE MARKET OVERVIEW, BY PRODUCT SHAPE**

- 9.1 India Chocolate Market, By Bar Chocolates (2014-2023F)
- 9.2 India Chocolate Market, By Assorted Chocolates (2014-2023F)

## **10 INDIA CHOCOLATE MARKET OVERVIEW, BY CHOCOLATE TYPE**

- 10.1 India Chocolate Market, By Moulded or-Bar Chocolates (2014-2023F)
- 10.2 India Chocolate Market, By Choco-Panned & Sugar Panned Chocolates (2014-2023F)
- 10.3 India Chocolate Market, By Count-Line & Straight-Line Chocolates (2014-2023F)
- 10.4 India Chocolate Market, By Others (2014-2023F)

## **11 INDIA CHOCOLATE MARKET OVERVIEW, BY DISTRIBUTION CHANNELS**

- 11.1 India Chocolate Market, By Grocery And Mom & Pop Stores (2014-2023F)
- 11.2 India Chocolate Market, By Hypermarkets & Supermarkets (2014-2023F)
- 11.3 India Chocolate Market, By Convenience Stores (2014-2023F)
- 11.4 India Chocolate Market, By Specialist Retailers (2014-2023F)
- 11.5 India Chocolate Market, By Others (2014-2023F)

## **12 INDIA CHOCOLATE MARKET OVERVIEW, BY PACKAGING**

- 12.1 India Chocolate Market, By Flexible Packs (2014-2023F)
- 12.2 India Chocolate Market, By Rigid Packs (2014-2023F)
- 12.3 India Chocolate Market, By Paper & Board Packs (2014-2023F)

## **13 INDIA CHOCOLATE MARKET OVERVIEW, BY REGIONS**

- 13.1 India Chocolate Market, By Eastern Region (2014-2023F)
- 13.2 India Chocolate Market, By Western Region (2014-2023F)
- 13.3 India Chocolate Market, By Northern Region (2014-2023F)
- 13.4 India Chocolate Market, By Southern Region (2014-2023F)

## **14 INDIA CHOCOLATE MARKET – IMPORT & EXPORT SCENARIO**

## **15 INDIA CHOCOLATE MARKET – COMPETITIVE LANDSCAPE**

- 15.1 India Chocolate Market, By Players' Revenue Share (2016)
- 15.2 India Chocolate Market, By Operating Parameters
- 15.3 India Chocolate Market, By Chocolate Type

## **16 COMPANY PROFILES**

- 16.1 Mondelez India Foods Pvt. Ltd.
- 16.2 Nestle India Ltd.
- 16.3 Ferrero India Pvt. Ltd.
- 16.4 Mars International India Pvt. Ltd.
- 16.5 Hershey India Pvt. Ltd.
- 16.6 Gujarat Cooperative Milk Marketing Federation Ltd.
- 16.7 The Campco Ltd.
- 16.8 Lotus Chocolate Co. Ltd.

## **17 KEY STRATEGIC NOTES**

## **18 DISCLAIMER**



## List Of Figures

### LIST OF FIGURES

- 1 Global Chocolate Market Revenues, 2014-2023F (\$ Billion)
- 2 Global Chocolate Market Revenue Share, By Regions (2016)
- 3 India Chocolate Market Revenues, 2014-2023F (\$ Million)
- 4 Production of Cocoa-Beans in India (2016)
- 5 India Chocolate Market Industry Life Cycle (2016)
- 6 India Chocolate Market Revenue Share, By Product Types (2016)
- 7 India Chocolate Market Revenue Share, By Product Types (2023F)
- 8 India Chocolate Market Revenue Share, By Category (2016)
- 9 India Chocolate Market Revenue Share, By Category (2023F)
- 10 India Chocolate Market Revenue Share, By Product Shape (2016)
- 11 India Chocolate Market Revenue Share, By Product Shape (2023F)
- 12 India Chocolate Market Revenue Share, By Chocolate Type (2016)
- 13 India Chocolate Market Revenue Share, By Chocolate Type (2023F)
- 14 India Chocolate Market Revenue Share, By Packaging (2016)
- 15 India Chocolate Market Revenue Share, By Packaging (2023F)
- 16 India Chocolate Market Revenue Share, By Distribution Channels (2016)
- 17 India Chocolate Market Revenue Share, By Distribution Channels (2023F)
- 18 India Chocolate Market Revenue Share, By Regions (2016 & 2023F)
- 19 India Chocolate Market Revenues, By Milk Chocolates, 2014-2023F (\$ Million)
- 20 India Chocolate Market Revenues, By White Chocolates, 2014-2023F (\$ Million)
- 21 India Chocolate Market Revenues, By Dark Chocolates, 2014-2023F (\$ Million)
- 22 India Chocolate Market Revenues, By Premium Chocolates, 2014-2023F (\$ Million)
- 23 India Chocolate Market Revenues, By Non-Premium Chocolates, 2014-2023F (\$ Million)
- 24 India Chocolate Market Revenues, By Bar Chocolates, 2014-2023F (\$ Million)
- 25 India Chocolate Market Revenues, By Assorted Chocolates, 2014-2023F (\$ Million)
- 26 India Chocolate Market Revenues, By Molded/Bar Chocolates, 2014-2023F (\$ Million)
- 27 India Chocolate Market Revenues, By Choco-Panned & Sugar-Panned Chocolates, 2014-2023F (\$ Million)
- 28 India Chocolate Market Revenues, By Count-line & Straight-line Chocolates, 2014-2023F (\$ Million)
- 29 India Chocolate Market Revenues, By Others, 2014-2023F (\$ Million)
- 30 India Chocolate Market Revenues, By Grocery & Mom N Pop Stores, 2014-2023F (\$ Million)

- 31 India Chocolate Market Revenues, By Hypermarkets & Supermarkets, 2014-2023F (\$ Million)
- 32 India Chocolate Market Revenues, By Convenience Stores, 2014-2023F (\$ Million)
- 33 India Chocolate Market Revenues, By Specialist Stores, 2014-2023F (\$ Million)
- 34 India Chocolate Market Revenues, By Others, 2014-2023F (\$ Million)
- 35 India Chocolate Market Revenues, By Flexible Packaging, 2014-2023F (\$ Million)
- 36 India Chocolate Market Revenues, By Rigid Packaging, 2014-2023F (\$ Million)
- 37 India Chocolate Market Revenues, By Paper & Board Packaging, 2014-2023F (\$ Million)
- 38 India Chocolate Market Revenues, By Eastern Region, 2014-2023F (\$ Million)
- 39 India Chocolate Market Revenues, By Western Region, 2014-2023F (\$ Million)
- 40 India Chocolate Market Revenues, By Northern Region, 2014-2023F (\$ Million)
- 41 India Chocolate Market Revenues, By Southern Region, 2014-2023F (\$ Million)
- 42 India Chocolate Market Revenue Share, By Players (2016)

## List Of Tables

### LIST OF TABLES

- 1 Global Chocolate Market Players
- 2 Population Distribution On The Basis Of Age Group (Census 2011)
- 3 Major Dark Chocolate Brands in India
- 4 Supermarket Chains In India
- 5 Maharashtra Demographics (Census 2011)
- 6 Exports From India In Cocoa Products, Top 10 Countries (2016)
- 7 Import Duty On Cocoa Products In India
- 8 Exports Value From India In Cocoa Products (\$ Million)
- 9 India Chocolate Market Revenues, By Players (2016)

### COMPANIES

Mondelez India Foods Pvt. Ltd.  
Nestle India Ltd.  
Ferrero India Pvt. Ltd.  
Mars International India Pvt. Ltd.  
Hershey India Pvt. Ltd.  
Gujarat Cooperative Milk Marketing Federation Ltd.  
The Campco Ltd.  
Lotus Chocolate Co. Ltd.

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