

# Global Cocoa & Cocoa Products Market: Trends and Opportunities (2014-2019)

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## Abstracts

The report titled “Global Cocoa and Cocoa Products Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of cocoa beans and cocoa products such as cocoa butter, cocoa powder, chocolates and other products using cocoa. The report provides detailed trade analysis of these products. It also focuses on major cocoa beans producing regions such as Ivory Coast and Ghana in Africa, Brazil and Ecuador in America, and Indonesia in Asia. The report also assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2014-19). Further, key clients of the industry such as Mars Inc., Mondelez International Inc. and Nestle S.A. are profiled in the report.

## Geographical Coverage

Africa (Ivory Coast & Ghana)

America (Brazil & Ecuador)

Asia (Indonesia)

## Company Coverage

Mars Inc.

Mondelez International Inc.

Nestle S.A.

## **Executive Summary**

With increasing popularity of cocoa products in both mature and emerging nations, many countries now grow cocoa but the main producers are West Africa (Ghana, Ivory Coast and Nigeria), South America (Brazil and Ecuador) and Asia (Indonesia and Malaysia).

Global cocoa and cocoa products market is projected to grow in the forecasted period of 2014-19. The growth of the market is driven by high cocoa consumption in emerging Asian markets and incentives by companies and government to enhance cocoa production. However, factors such as volatility in price of cocoa, smallholder farms and diseases affecting cocoa are posing challenge to the growth of the industry. Major trends prevailing in the market include maximum chocolate launches in European market in recent years, sales of Fairtrade chocolate in Western Economies and growing demand for Fine Flavor Cocoa (FFC).

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