

## Chocolate Confectionery in South Korea

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Product types are changing in chocolate confectionery. Previously, consumers were only aware of multipack chocolate or chocolate balls in pouches and bags. Now, however, consumers can purchase diverse flavours of chocolate tablets in any retail channel. Chocolate with toys attracts not only children, but also “kidults” (adults who have an interest in toys and sweets like a child), stimulating good memories of when they were little. In addition, with the popularity of premium chocolate brands, bo...

Euromonitor International's Chocolate Confectionery in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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