

# Confectionery in China

<https://marketpublishers.com/r/CBCF61BB704EN.html>

Date: September 2010

Pages: 113

Price: US\$ 2,100.00 (Single User License)

ID: CBCF61BB704EN

## Abstracts

The overall gum sector witnessed 6% growth in value terms reaching RMB15 billion in 2010. Within the gum sector, functional gum and sugar-free gum posted relatively strong value growth in 2010, whilst bubble gum and sugarised gum were characterised by slower growth.

Euromonitor International's Gum in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Gum 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Confectionery in China  
Euromonitor International  
September 2010

### LIST OF CONTENTS AND TABLES

Executive Summary
Better Growth for the Review Period As A Whole
Health and Wellness Trend Continues To Characterise New Launches
Domestic Players Remain Strong
Dynamic Retailing Landscape Provides Better Opportunities for Packaged Food
Healthy Value Growth Is Expected Over the Forecast Period
Key Trends and Developments
Rapid Development of Retailing Industry Affects the Packaged Food Market
Mergers and Acquisitions Enable Cash-rich Companies Consolidate and Expand
New Launches Focus Explicitly on Health and Wellness
Post-melamine Recovery
Internet Retailing Becomes An Emerging Channel
Territory Key Trends and Developments
East China
Mid China
North and Northeast China
Northwest China
South China
Southwest China
Market Data
Table 1 Sales of Packaged Food by Category: Volume 2005-2010
Table 2 Sales of Packaged Food by Category: Value 2005-2010
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010
Table 5 Sales of Packaged Food by Region: Value 2005-2010
Table 6 Sales of Packaged Food by Region: % Value Growth 2005-2010
Table 7 GBO Shares of Packaged Food 2005-2009
Table 8 NBO Shares of Packaged Food 2005-2009
Table 9 NBO Brand Shares of Packaged Food 2006-2009
Table 10 Penetration of Private Label by Category 2005-2009
Table 11 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010

Table 12 Sales of Packaged Food by Category and Distribution Format: % Analysis  
2010

Table 13 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 14 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 15 Forecast Sales of Packaged Food by Category: % Volume Growth  
2010-2015

Table 16 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015  
Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 17 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 18 Foodservice Sales of Packaged Food by Category: % Volume Growth  
2005-2010

Table 19 Forecast Foodservice Sales of Packaged Food by Category: Volume  
2010-2015

Table 20 Forecast Foodservice Sales of Packaged Food by Category: % Volume  
Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 21 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 23 Sales of Impulse and Indulgence Products by Category: % Volume Growth  
2005-2010

Table 24 Sales of Impulse and Indulgence Products by Category: % Value Growth  
2005-2010

Table 25 Company Shares of Impulse and Indulgence Products 2005-2009

Table 26 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: Volume  
2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: Value  
2010-2015

Table 29 Forecast Sales of Impulse and Indulgence Products by Category: % Volume

## Growth 2010-2015

Table 30 Forecast Sales of Impulse and Indulgence Products by Category: % Value

## Growth 2010-2015

### Nutrition/staples - Key Trends and Developments

#### Headlines

#### Trends

#### Competitive Landscape

#### Prospects

#### Category Data

Table 31 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 32 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 33 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 34 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 35 Company Shares of Nutrition/Staples 2005-2009

Table 36 Brand Shares of Nutrition/Staples 2006-2009

Table 37 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 39 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 40 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

### Meal Solutions - Key Trends and Developments

#### Headlines

#### Trends

#### Competitive Landscape

#### Prospects

#### Category Data

Table 41 Sales of Meal Solutions by Category: Volume 2005-2010

Table 42 Sales of Meal Solutions by Category: Value 2005-2010

Table 43 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 44 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 45 Company Shares of Meal Solutions 2005-2009

Table 46 Brand Shares of Meal Solutions 2006-2009

Table 47 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 49 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 50 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

## Definitions

### Summary 1 Research Sources

## Baixiang Food Group

Strategic Direction

Key Facts

Summary 2 Baixiang Food Group: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Baixiang Food Group: Competitive Position 2009

Bright Dairy & Food Co Ltd

Strategic Direction

Key Facts

Summary 4 Bright Dairy & Food Co Ltd: Key Facts

Summary 5 Bright Dairy & Food Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 Bright Dairy & Food Co Ltd: Competitive Position 2009

China National Cereals, Oils & Foodstuffs Imp & Exp Corp (cofco)

Strategic Direction

Key Facts

Summary 7 China National Cereals, Oils & Foodstuffs Imp & Exp Corp (COFCO): Key Facts

Summary 8 China National Cereals, Oils & Foodstuffs Imp & Exp Corp (COFCO): Operational Indicators

Company Background

Production

Competitive Positioning

China Yurun Food Industry Group Co Ltd

Strategic Direction

Key Facts

Summary 9 China Yurun Food Industry Group Co Ltd: Key Facts

Summary 10 China Yurun Food Industry Group Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Dongguan Hsu-fu-chi Food Co Ltd

Strategic Direction

Key Facts

Summary 11 Dongguan Hsu-Fu-Chi Food Co Ltd: Key Facts

Summary 12 Dongguan Hsu-Fu-Chi Food Co Ltd: Operational Indicators (unit: RMB

million)

Company Background

Production

Competitive Positioning

Summary 13 Dongguan Hsu-Fu-Chi Food Co Ltd: Competitive Position 2009

Green's Bioengineering (shenzhen) Co Ltd

Strategic Direction

Key Facts

Summary 14 Green's Bioengineering (Shenzhen) Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Inner Mongolia Mengniu Dairy Industry (group) Co Ltd

Strategic Direction

Key Facts

Summary 15 Inner Mongolia Mengniu Group: Key Facts

Summary 16 Inner Mongolia Mengniu Group: Operational Indicators

Company Background

Production

Summary 17 Inner Mongolia Mengniu Group: Production Statistics 2009

Competitive Positioning

Summary 18 Inner Mongolia Mengniu Group: Competitive Position 2009

Inner Mongolia Yili Industrial Group Co Ltd

Strategic Direction

Key Facts

Summary 19 Inner Mongolia Yili Industrial Group Co Ltd: Key Facts

Summary 20 Inner Mongolia Yili Industrial Group Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 21 Inner Mongolia Yili Industrial Group Co Ltd: Competitive Position 2009

Lee Kum Kee (guangzhou) Food Co Ltd

Strategic Direction

Key Facts

Summary 22 Lee Kum Kee (Guangzhou) Food Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Shineway Group

## Strategic Direction

### Key Facts

Summary 23 Shineway Group: Key Facts

Summary 24 Shineway Group: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 25 Shineway Group: Competitive Position 2009

## Synear Food Holdings Ltd

### Strategic Direction

### Key Facts

Summary 26 Synear Food Holdings Ltd: Key Facts

Summary 27 Synear Food Holdings Ltd: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 28 Henan Synear Food Holdings Ltd: Competitive Position 2009

## Ting Hsin International Group

### Strategic Direction

### Key Facts

Summary 29 Ting Hsin International Group: Key Facts

Summary 30 Ting Hsin International Group: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 31 Ting Hsin International Group: Competitive Position 2009

## Want Want Group

### Strategic Direction

### Key Facts

Summary 32 Want Want Group: Key Facts

Summary 33 Want Want Group: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 34 Want Want Group: Competitive Position 2009

## Yihai Kerry Oils & Grains (china) Co Ltd

### Strategic Direction

### Key Facts

Summary 35 Yihai Kerry Oils & Grains (China) Co Ltd: Key Facts



## Company Background

### Production

### Competitive Positioning

Summary 36 Yihai Kerry Oils & Grains (China) Co Ltd: Competitive Position 2009

## Zhengzhou Sanquan Food Co Ltd

### Strategic Direction

### Key Facts

Summary 37 Zhengzhou Sanquan Food Co Ltd: Key Facts

Summary 38 Zhengzhou Sanquan Food Co Ltd: Operational Indicators

## Company Background

### Production

Summary 39 Zhengzhou Sanquan Food Co Ltd: Production Statistics 2009

### Competitive Positioning

Summary 40 Zhengzhou Sanquan Food Co Ltd: Competitive Position 2009

### Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 51 Sales of Chocolate Confectionery by Category: Volume 2005-2010

Table 52 Sales of Chocolate Confectionery by Category: Value 2005-2010

Table 53 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010

Table 54 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010

Table 55 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 56 Chocolate Confectionery Company Shares 2005-2009

Table 57 Chocolate Confectionery Brand Shares 2006-2009

Table 58 Sales of Chocolate Confectionery by Distribution Format: % Analysis

### 2005-2010

Table 59 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 61 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth

### 2010-2015

Table 62 Forecast Sales of Chocolate Confectionery by Category: % Value Growth

### 2010-2015

Summary 41 Chocolate Confectionery: Product Types

### Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 63 Sales of Gum by Category: Volume 2005-2010

Table 64 Sales of Gum by Category: Value 2005-2010

Table 65 Sales of Gum by Category: % Volume Growth 2005-2010

Table 66 Sales of Gum by Category: % Value Growth 2005-2010

Table 67 Leading Flavours for Gum 2005-2010

Table 68 Gum Company Shares 2005-2009

Table 69 Gum Brand Shares 2006-2009

Table 70 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 71 Forecast Sales of Gum by Category: Volume 2010-2015

Table 72 Forecast Sales of Gum by Category: Value 2010-2015

Table 73 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 74 Forecast Sales of Gum by Category: % Value Growth 2010-2015

## Headlines

## Trends

## Competitive Landscape

## Prospects

## Category Data

Table 75 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 76 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 77 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 78 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

Table 79 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010

Table 80 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010

Table 81 Sugar Confectionery Company Shares 2005-2009

Table 82 Sugar Confectionery Brand Shares 2006-2009

Table 83 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010

Table 84 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015

Table 85 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015

Table 86 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2010-2015

Table 87 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2010-2015

Summary 42 Sugar Confectionery: Product Types

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