

Caramel Chocolate Market Report by Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Non-Grocery Retailers, and Others), and Region 2024-2032

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Abstracts

The global caramel chocolate market size reached US\$ 5.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.2 Billion by 2032, exhibiting a growth rate (CAGR) of 5.2% during 2024-2032.

Caramel chocolate is a confectionery product made by covering caramel and nougat in milk chocolate. It consists of several ingredients such as nuts, fruits, and white or milk chocolate. Caramel chocolate is available in sweet, nutty, buttery, and bitter flavors, which provides more depth and reduces the overall sweetness of the chocolate. Caramel chocolate is commonly used as a flavoring agent and sauce in desserts like cakes, cupcakes, doughnuts, ice cream, custard, and chocolate candies. It is also added in martinis, pumpkin peas, coffee drinks, truffle ice-creams, and protein bars. In recent years, caramel chocolate has gained popularity as one of the most widely consumed chocolates across the globe.

Caramel Chocolate Market Trends:

The market is driven by the increasing consumption of flavored candy and confectionery items, especially among the younger population. In addition, consumers nowadays are willing to pay for premium products that have better quality and flavor, which is fueling the market growth. Besides this, the attractive packaging of caramel chocolate-based desserts and candies are also supplementing the market. Along with this, rapid urbanization and inflating disposable income levels are changing the dietary preferences of consumers, which has escalated the demand for caramel chocolates.

Moreover, the rising trend of health consciousness has resulted in the increasing demand for caramel chocolate that contains reduced amounts of fat and artificial sugar. Due to this, key manufacturers are introducing healthier options and smaller portion-size for individuals who focus on portion control and low-calorie intake. Furthermore, the growing demand for organic chocolates made from naturally flavored products is also significantly influencing the demand for caramel chocolate across the globe.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global caramel chocolate market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on distribution channel.

Breakup by Distribution Channel:

- Supermarkets and hypermarkets
- Convenience stores
- Non-grocery retailers
- Others

Among these, supermarkets and hypermarkets account for the majority of the global market as they offer different product varieties and brands of caramel chocolate.

Regional Insights:

- North America
- Western Europe
- Eastern Europe
- Asia
- Latin America
- Australasia
- Middle East and Africa

On a geographical front, Western Europe holds the leading position in the market on account of its high demand in the region. Other major regions include North America, Eastern Europe, Asia, Latin America, Australasia, and Middle East and Africa.

Competitive Landscape:

The competitive landscape of the market has been examined in the report, with the

detailed profiles of some of the key players operative in the industry.

Key Questions Answered in This Report

1. What was the size of the global caramel chocolate market in 2023?
2. What is the expected growth rate of the global caramel chocolate market during 2024-2032?
3. What are the key factors driving the global caramel chocolate market?
4. What has been the impact of COVID-19 on the global caramel chocolate market?
5. What is the breakup of the global caramel chocolate market based on the distribution channel?
6. What are the major regions in the global caramel chocolate market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL CHOCOLATE INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Market Breakup by Region
- 5.4 Market Breakup by Product
- 5.5 Market Breakup by Packaging
- 5.6 Market Breakup by End-Use
- 5.7 Market Share of Key Players
- 5.8 Market Forecast

6 GLOBAL CARAMEL CHOCOLATE INDUSTRY

Caramel Chocolate Market Report by Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, No...

- 6.1 Market Overview
- 6.2 Market Performance
 - 6.2.1 Volume Trends
 - 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Price Analysis
 - 6.4.1 Key Price Indicators
 - 6.4.2 Price Structure
 - 6.4.3 Price Trends
- 6.5 Market by Region
- 6.6 Market by Distribution Channel
- 6.7 Market Forecast
- 6.8 SWOT Analysis
 - 6.8.1 Overview
 - 6.8.2 Strengths
 - 6.8.3 Weaknesses
 - 6.8.4 Opportunities
 - 6.8.5 Threats
- 6.9 Value Chain Analysis
 - 6.9.1 Overview
 - 6.9.2 Cocoa Growers
 - 6.9.3 Cocoa Grinders
 - 6.9.4 Coverture/Industrial Chocolate Manufacturers
 - 6.9.5 End Use Industries
 - 6.9.6 Chocolate Manufacturers
 - 6.9.7 Distributors
 - 6.9.8 Exporters
 - 6.9.9 Retailers
- 6.10 Porters Five Forces Analysis
 - 6.10.1 Overview
 - 6.10.2 Bargaining Power of Buyers
 - 6.10.3 Bargaining Power of Suppliers
 - 6.10.4 Degree of Rivalry
 - 6.10.5 Threat of New Entrants
 - 6.10.6 Threat of Substitutes
- 6.11 Key Success and Risk Factors

7 PERFORMANCE OF KEY REGIONS

- 7.1 Western Europe
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 North America
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Eastern Europe
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Asia
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Latin America
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6 Middle East and Africa
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast
- 7.7 Australasia
 - 7.7.1 Market Trends
 - 7.7.2 Market Forecast

8 PERFORMANCE BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Convenience Stores
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Non-Grocery Retailers
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 COMPETITIVE LANDSCAPE

10 CAMEL CHOCOLATE MANUFACTURING PROCESS

- 10.1 Product Overview
- 10.2 Detailed Process Flow
- 10.3 Various Types of Unit Operations Involved
- 10.4 Mass Balance and Raw Material Requirements

11 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 11.1 Land, Location and Site Development
- 11.2 Construction Requirements and Expenditures
- 11.3 Plant Machinery
- 11.4 Machinery Pictures
- 11.5 Raw Materials Requirements and Expenditures
- 11.6 Raw Material and Final Product Pictures
- 11.7 Packaging Requirements and Expenditures
- 11.8 Transportation Requirements and Expenditures
- 11.9 Utilities Requirements and Expenditures
- 11.10 Manpower Requirements and Expenditures
- 11.11 Other Capital Investments

12 CAMEL CHOCOLATE MANUFACTURING PLANT: LOANS AND FINANCIAL ASSISTANCE

13 CAMEL CHOCOLATE MANUFACTURING PLANT: PROJECT ECONOMICS

- 13.1 Capital Cost of the Project
- 13.2 Techno-Economic Parameters
- 13.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 13.4 Taxation and Depreciation
- 13.5 Income Projections
- 13.6 Expenditure Projections
- 13.7 Financial Analysis
- 13.8 Profit Analysis

14 KEY PLAYER PROFILES

List Of Tables

LIST OF TABLES

Table 1: Global: Chocolate Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Caramel Chocolate Market: Key Industry Highlights, 2023 & 2032

Table 3: Global: Caramel Chocolate Market Forecast: Breakup by Region (in Tons), 2024-2032

Table 4: Global: Caramel Chocolate Market Forecast: Breakup by Distribution Channel (in Tons), 2024-2032

Table 5: Global: Caramel Chocolate Market: Competitive Structure

Table 6: Caramel Chocolate Manufacturing Plant: Raw Material Requirements (in Tons/Day)

Table 7: Caramel Chocolate Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 8: Caramel Chocolate Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 9: Caramel Chocolate Manufacturing Plant: Machinery Costs (in US\$)

Table 10: Caramel Chocolate Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (US\$/Ton)

Table 11: Caramel Chocolate Manufacturing Plant: Costs Related to Utilities (in US\$)

Table 12: Caramel Chocolate Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 13: Caramel Chocolate Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 14: Caramel Chocolate Manufacturing Plant: Capital Costs (in US\$)

Table 15: Caramel Chocolate Manufacturing Plant: Techno-Economic Parameters

Table 16: Caramel Chocolate Manufacturing Plant: Taxation (in US\$)

Table 17: Caramel Chocolate Manufacturing Plant: Depreciation (in US\$)

Table 18: Caramel Chocolate Manufacturing Plant: Income Projections (in US\$)

Table 19: Caramel Chocolate Manufacturing Plant: Expenditure Projections (in US\$)

Table 20: Caramel Chocolate Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 21: Caramel Chocolate Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 22: Caramel Chocolate Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Caramel Chocolate Market: Major Drivers and Challenges
- Figure 2: Global: Chocolate Market: Sales Volume (in Million Tons), 2018-2023
- Figure 3: Global: Chocolate Market: Sales Value (in Billion US\$), 2018-2023
- Figure 4: Global: Chocolate Market: Breakup by Region (in %), 2023
- Figure 5: Global: Chocolate Market: Breakup by Product (in %), 2023
- Figure 6: Global: Chocolate Market: Breakup by Packaging (in %), 2023
- Figure 7: Global: Chocolate Market: Breakup by End-Use (in %), 2023
- Figure 8: Global: Chocolate Market: Share of Key Players (in %), 2023
- Figure 9: Global: Chocolate Market Forecast: Sales Volume (in Million Tons), 2024-2032
- Figure 10: Global: Chocolate Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 11: Global: Caramel Chocolate Market: Sales Volume (in Million Tons), 2018-2023
- Figure 12: Global: Caramel Chocolate Market: Sales Value (in Billion US\$), 2018-2023
- Figure 13: Caramel Chocolate Market: Price Structure
- Figure 14: Global: Caramel Chocolate Market: Average Prices (in US\$/Ton), 2018-2023
- Figure 15: Global: Caramel Chocolate Market Forecast: Average Prices (in US\$/Ton), 2024-2032
- Figure 16: Global: Caramel Chocolate Market: Breakup by Region (in %), 2023
- Figure 17: Global: Caramel Chocolate Market: Breakup by Distribution Channel (in %), 2023
- Figure 18: Global: Caramel Chocolate Market Forecast: Sales Volume (in Million Tons), 2024-2032
- Figure 19: Global: Caramel Chocolate Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 20: Global: Caramel Chocolate Industry: SWOT Analysis
- Figure 21: Global: Caramel Chocolate Industry: Value Chain Analysis
- Figure 22: Global: Caramel Chocolate Industry: Porter's Five Forces Analysis
- Figure 23: Global: Caramel Chocolate Market Forecast: Breakup by Region (in %), 2032
- Figure 24: Western Europe: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023
- Figure 25: Western Europe: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032
- Figure 26: North America: Caramel Chocolate Market: Sales Volume (in Tons), 2018 &

2023

Figure 27: North America: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 28: Eastern Europe: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023

Figure 29: Eastern Europe: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 30: Asia: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023

Figure 31: Asia: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 32: Latin America: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023

Figure 33: Latin America: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 34: Middle East and Africa: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023

Figure 35: Middle East and Africa: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 36: Australasia: Caramel Chocolate Market: Sales Volume (in Tons), 2018 & 2023

Figure 37: Australasia: Caramel Chocolate Market Forecast: Sales Volume (in Tons), 2024-2032

Figure 38: Global: Caramel Chocolate Market: Sales through Supermarkets and Hypermarkets (in Tons), 2018 & 2023

Figure 39: Global: Caramel Chocolate Market Forecast: Sales through Supermarkets and Hypermarkets (in Tons), 2024-2032

Figure 40: Global: Caramel Chocolate Market: Sales through Convenience Stores (in Tons), 2018 & 2023

Figure 41: Global: Caramel Chocolate Market Forecast: Sales through Convenience Stores (in Tons), 2024-2032

Figure 42: Global: Caramel Chocolate Market: Sales through Non-Grocery Retailers (in Tons), 2018 & 2023

Figure 43: Global: Caramel Chocolate Market Forecast: Sales through Non-Grocery Retailers (in Tons), 2024-2032

Figure 44: Global: Caramel Chocolate Market: Sales through Other Distribution Channels (in Tons), 2018 & 2023

Figure 45: Global: Caramel Chocolate Market Forecast: Sales through Other Distribution Channels (in Tons), 2024-2032

Figure 46: Caramel Chocolate Manufacturing: Detailed Process Flow

Figure 47: Caramel Chocolate Manufacturing: Conversion Rate of Feedstocks

Figure 48: Caramel Chocolate Manufacturing: Breakup of Capital Costs (in %)

Figure 49: Caramel Chocolate Production: Manufacturing Cost Breakup (in %)

Figure 50: Caramel Chocolate Manufacturing Plant: Margins Across Various Stages of the Supply Chain

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