

Global Confectionery Industry 2013-2018: Trend, Profit, and Forecast Analysis, January 2013

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Abstracts

The global confectionery industry revenue is estimated to reach \$176 billion by 2018 with a CAGR of 3.0% over the next five years (2013-2018). Rising disposable income, increasing awareness of health and wellness, higher population, and consumer spending are the major industry drivers.

Lucintel, a leading global management consulting and market research firm, has analyzed the global confectionery industry and presents its findings in “Global Confectionery Industry 2013- 2018: Trend, Profit, and Forecast Analysis.” The industry consists of sales of chocolate confectionery, sugar confectionery, gum, cereal bars, and other confectionery. Europe has the highest regional share among all the regions. Asia Pacific (APAC) emerged as the most growth potential region over 2007-2012, driven by growing population and GDP growth in developing nations. A combination of factors such as rising population and consumer spending affects market dynamics significantly.

As per the study, introduction of confectionery categories and new product variants of different tastes are ensuring higher acceptability of these products. Increasing urbanization, hectic lifestyles, and more women in the workforce globally are increasing the demand for confectionery food. The biggest challenges for the industry include health issues, as well as inflation, employment rate, increasing government regulation, and changing consumer preferences, among others. The chocolate segment is forecast to witness the highest growth during 2013-2018. Special occasions and celebrations are expected to increase confectionery sales.

This study provides an overview of the global confectionery industry, tracking three market segments of that industry in four geographic regions. Thus, a total of 12 segments of the global confectionery industry are tracked. The report studies the

manufacturers of chocolate confectionery, sugar confectionery, and gum, cereal bars and other confectionery. It provides a five-year annual trend and forecast analysis that highlights market size, profit, and cost structure as well as opportunities for the regions of North America, Europe, APAC, and Rest of the World.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global Confectionery industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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