

Confectionery in China

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Abstracts

Confectionery in China

SUMMARY

Confectionery in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The confectionery market consists of the retail sale of chocolate, gum and sugar confectionery products. The chocolate segment consists of all chocolate based products, including boxed chocolates, chocolate countlines, chocolate straightlines, molded bars and novelties. The gum segment consists of all bubble and chewing gum. Moreover, the sugar confectionery segment consists of hard boiled sweets, mints, caramels and toffees, gums and jellies, marshmallows, fudges and medicated throat lozenges. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2019 annual average exchange rates.

The Chinese confectionery market had total revenues of \$17.7bn in 2019, representing a compound annual growth rate (CAGR) of 4.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 3.6% between 2015 and 2019, to reach a total of 1,301.5 million kilograms in 2019.

The popularity in Western culture of gifting chocolates is increasing in China, thereby driving market growth.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the confectionery market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the confectionery market in China

Leading company profiles reveal details of key confectionery market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China confectionery market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China confectionery market by value in 2019?

What will be the size of the China confectionery market in 2024?

What factors are affecting the strength of competition in the China confectionery market?

How has the market performed over the last five years?

Who are the top competitors in China's confectionery market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading market players?
- 7.3. Which companies have been the most successful in increasing their market shares since 2015?
- 7.4. Which companies' market shares have suffered in the last five years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Mars, Incorporated
- 8.2. Nestle SA
- 8.3. Perfetti Van Melle S.p.A.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: China confectionery market value: \$ million, 2015-19
Table 2: China confectionery market volume: million kilograms, 2015-19
Table 3: China confectionery market category segmentation: \$ million, 2019
Table 4: China confectionery market geography segmentation: \$ million, 2019
Table 5: China confectionery market distribution: % share, by value, 2019
Table 6: China confectionery market value forecast: \$ million, 2019-24
Table 7: China confectionery market volume forecast: million kilograms, 2019-24
Table 8: China confectionery market share: % share, by value, 2019
Table 9: Mars, Incorporated: key facts
Table 10: Mars, Incorporated: Key Employees
Table 11: Nestle SA: key facts
Table 12: Nestle SA: Annual Financial Ratios
Table 13: Nestle SA: Key Employees
Table 14: Nestle SA: Key Employees Continued
Table 15: Perfetti Van Melle S.p.A.: key facts
Table 16: Perfetti Van Melle S.p.A.: Key Employees
Table 17: China size of population (million), 2015-19
Table 18: China gdp (constant 2005 prices, \$ billion), 2015-19
Table 19: China gdp (current prices, \$ billion), 2015-19
Table 20: China inflation, 2015-19
Table 21: China consumer price index (absolute), 2015-19
Table 22: China exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: China confectionery market value: \$ million, 2015-19

Figure 2: China confectionery market volume: million kilograms, 2015-19

Figure 3: China confectionery market category segmentation: % share, by value, 2019

Figure 4: China confectionery market geography segmentation: % share, by value, 2019

Figure 5: China confectionery market distribution: % share, by value, 2019

Figure 6: China confectionery market value forecast: \$ million, 2019-24

Figure 7: China confectionery market volume forecast: million kilograms, 2019-24

Figure 8: Forces driving competition in the confectionery market in China, 2019

Figure 9: Drivers of buyer power in the confectionery market in China, 2019

Figure 10: Drivers of supplier power in the confectionery market in China, 2019

Figure 11: Factors influencing the likelihood of new entrants in the confectionery market in China, 2019

Figure 12: Factors influencing the threat of substitutes in the confectionery market in China, 2019

Figure 13: Drivers of degree of rivalry in the confectionery market in China, 2019

Figure 14: China confectionery market share: % share, by value, 2019

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