

# Confectionery in Italy

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## Abstracts

Confectionery in Italy

### SUMMARY

Confectionery in Italy 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 Italian confectionery market had total revenues of \$5,726.0m in 2019, representing a compound annual growth rate (CAGR) of 2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015 and 2019, to reach a total of 327.2 million kilograms in 2019.

Italy's improved economic conditions are driving the growth of the country's confectionery market.

## **SCOPE**

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

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

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 Italy confectionery market with five year forecasts by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Italy'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. What are the most popular brands in the market?
- 7.5. What have been the most significant M&A deals in the Italy confectionery market over the last five years?

## **8 COMPANY PROFILES**

- 8.1. Perfetti Van Melle S.p.A.
- 8.2. Ferrero Group
- 8.3. Nestle SA

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

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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