

# Confectionery in Australia

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## Abstracts

Confectionery in Australia

### SUMMARY

Confectionery in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). 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 products consists of hard boiled sweets, mints, caramels & 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 2018 annual average exchange rates.

The Australian confectionery market had total revenues of \$3,450.8m in 2018, representing a compound annual growth rate (CAGR) of 3.2% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.1% between 2014 and 2018, to reach a total of 224.0 million kilograms in 2018.

High brand loyalty and premiumization, combined with aggressive marketing strategies,

have contributed to 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 Australia

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

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

## **REASONS TO BUY**

What was the size of the Australia confectionery market by value in 2018?

What will be the size of the Australia confectionery market in 2023?

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

How has the market performed over the last five years?

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

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Chocoladefabriken Lindt & Sprungli AG

Mars, Incorporated

Mondelez International, Inc.

Nestle SA

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