

Global Chocolate, Cocoa Beans, Lecithin, Sugar & Vanilla Market By Market Share, Trade, Prices, Geography Trend & Forecast (2010 – 2016)

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Abstracts

Report Description

The report 'Global chocolate, cocoa beans, lecithin, sugar and vanilla market by market share, trade, prices, geography trend and forecast (2011-2016)' is a study of the global chocolate market. This report analyzes the global chocolate market on the basis of various products such as dark chocolate, milk chocolate, and white chocolate. The report also analyzes the market on the basis of sales categories such as everyday chocolate, premium chocolate, and seasonal chocolate.

The market has been witnessing a trend of shifting consumer preferences towards the dark and premium chocolate segments. The health benefits of cocoa act as a major driver for the market. The dependence of the chocolate industry on unstable economies for the supply of cocoa along with rising raw material prices act as major restraints for the market. Under the raw materials section, an in-depth analysis of cocoa, sugar, emulsifiers, and flavors has been done with respect to their contribution to the chocolate industry.

Competitive information includes market shares of leading producers, key developments, and strategies deployed to win. Major companies analyzed in the company profiles section are Nestlé (Switzerland), Barry Callebaut (Switzerland), Kraft Foods (U.S.), Mars (U.S.), Ferrero (Italy), and Hershey (U.S.) among others. The purpose of the report is to highlight points which are actionable for its stakeholders. The report features more than 130 tables and figures, including market numbers, and also forecasts the chocolate market scenario till 2016.

Scope of the report

This research report categorizes the global market for chocolate on the basis of product, sales, category, geography and raw materials; forecasting revenues and analyzing trends in each of the following submarkets:

On the basis of products:

Dark chocolate, milk chocolate, white chocolate

On the basis of sales category:

Everyday chocolate, premium chocolate, seasonal chocolate

On the basis of geography:

North America, Europe, Asia, ROW (Rest of the World)

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report will also provide market tables for covering the sub-segments and micro-markets. In addition, the report also provides 28 company profiles covering all the sub-segments.

What makes our reports unique?

We provide the longest market segmentation chain in this industry.

We provide 10% customization. It will ensure that you necessarily get the market intelligence you are looking for and we get a loyal customer.

We conduct detailed market positioning, product positioning, and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.

Comprehensive market analysis for the following sectors:

Pharmaceuticals, Medical Devices, Biotechnology, Semiconductor and Electronics, Energy and Power Supplies, Food and Beverages, Chemicals, Advanced Materials, Industrial Automation, and Telecom and IT. We also

analyze retailers and super-retailers, technology providers, and research and development (R&D) companies.

Key questions answered

Which are the high-growth segments/cash cows and how is the market segmented in terms of applications and materials?

What are market estimates and forecasts; which markets are doing well and which are not?

Where are the gaps and opportunities; what is driving the market?

Which are the key playing fields? Which are the winning edge imperatives?

How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

Powerful research and analysis

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FIGURE 43 LINDT & SPRUENGLI REVENUE SHARE: BY GEOGRAPHY (2010)

FIGURE 44 LINDT & SPRUENGLI REVENUE GROWTH, 2006 – 2009 (\$MILLION)

FIGURE 45 LOTUS CHOCOLATE REVENUE GROWTH 2007 – 2010 (\$MILLION)

FIGURE 46 NESTLE REVENUE SHARE:BY GEOGRAPHY (2009)

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