

# China Chocolate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The China Chocolate Market size is estimated at 3.65 billion USD in 2024, and is expected to reach 4.76 billion USD by 2030, growing at a CAGR of 4.52% during the forecast period (2024-2030).

Supermarkets/hypermarkets and convenience stores collectively hold the major share of sales of chocolates among consumers due to the wide availability of products, coupled with discounts offered by them

In China, the overall retailing segment has maintained a growth of 3.92% in 2023 as compared to 2022. The growth is anticipated with the consumers' growing inclination for convenience shopping facilities in the market. Aspects such as rising interest in in-person shopping and demand for discount offers, etc., are likely to drive the retailing industry drastically. During the forecast period, it is estimated that the overall retailing unit in China will attain a growth of 4.64% by volume share.

Under the overall retailing segment, the convenience store segment is considered the largest retailing unit by volume in 2023. Some of the famous stores in China are Easy Joy, Meiyijia, uSmile, and others. By 2026, the convenience store segment in China is estimated to preserve a growth of 3.34% by volume share compared to 2025.

Supermarkets and hypermarkets are marked as the second-largest units in the Chinese chocolate market. These stores have a tendency to offer a wide range of chocolate products with innovative offers to their customers. It is reported that the sales volume of chocolate products in supermarkets and hypermarkets grew by 4.22% in 2022 and is

anticipated to register a CAGR of 19.7% during 2026-2028 in China.

Online retailing or e-commerce retailing is considered the fastest-growing retailing unit in China. The e-commerce business accounted for a CAGR of 5.92% in 2023. The major aspect that is influencing the acceleration of e-commerce websites is associated with the greater convenience offered by these websites, such as home shopping, 24\*7 product purchasing options, and others. In addition, the increasing number of internet users is expected to drive this industry significantly.

## China Chocolate Market Trends

Effective marketing and branding campaigns, along with popularity of dark chocolate among consumers, impact the positive growth in the country

The Chinese chocolate market, as with other Asian chocolate markets, is heavily influenced by special occasion purchases. In China, the special occasions for explosive chocolate consumption are the Chinese New Year, Qixi, Valentine's Day, or weddings.

Packaging and nutritional content claims are the major product attributes that remain the first impression of chocolates, which determines the likelihood of purchasing chocolate confectionery in the country.

Price is a crucial factor that influences consumer buying behavior on chocolate confectionery products in China. In 2022, 67% of consumers consider price as one of the most important factors when making a purchase decision.

Dark chocolate remains the most preferred healthy chocolate variety in China, acquiring 61% of volume consumption in 2023. Consumer shift toward healthy snacking with the influence of rising obesity prevalence is boosting the purchase of dark chocolates in China.

## China Chocolate Industry Overview

The China Chocolate Market is fairly consolidated, with the top five companies occupying 66.56%. The major players in this market are Chocoladefabriken Lindt & Sprüngli AG, Ferrero International SA, Mars Incorporated, Nestlé SA and Yildiz Holding AS (sorted alphabetically).

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