

Branded Chocolate Market in India 2017

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Abstracts

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Netscribes' latest market research report titled Branded Chocolate Market in India 2017 states that the chocolate market in India is projected to grow at a CAGR of 17.8% between FY 2017 to FY 2022. In the branded chocolate segment, Mondelez India has 65% market share and its closest competitor is Nestle with 20% market share. International brands, such as, Mars and homegrown brand Amul are also gaining momentum in terms of sales and reach in the country. Other prominent players in the industry are ITC, Lotus Chocolate, Parle and Campco. Though milk chocolates account for majority of the revenues, but dark chocolate is also gaining popularity among the Indian consumers.

India has woken up to the fad of chocolate being considered as a gift proposition. While even till few years back traditional sweets / mithai were the only option in delicacy gifting, overt media exposure and smart marketing techniques have positioned chocolates as an alternative. Further, entry of major players in the country has increased the availability of such products. Another feature that works for this sector is the attractive pricing of products which particularly suits the Indian scenario wherein consumers seek economical products. However, factors such as high entry barriers and high excise and import duties pose as impediments towards the sector growth. The major trends identified include emergence of premium chocolates, surfacing of dark chocolates, concept of chocolate boutique, demand for healthy options and entry of retailers and confectioners.

COVERAGE:

Overview of the branded chocolate market in India and forecasted branded chocolate market size over 2014 to 2022e

Market segmentation

Methods for bean processing and its manufacturing process

Value chain analysis of branded chocolates

Understanding the major drivers and challenges affecting the market

Analysis of the competitive landscape and detailed profiles of major public and private players

WHY BUY?

Get a broad understanding of the branded chocolate market in India

Be informed about the trends, manufacturing process, distribution channel of branded chocolate market

Understand major competitors' business, market dynamics, and respond accordingly

Be informed regarding the key areas of opportunity in the branded chocolate market

Make more informed business decisions with the help of insightful recommendations provided to succeed in the branded chocolate segment

Contents

Slide 1: Executive Summary

SOCIOECONOMIC INDICATORS

Slide 2: Total Population (2010-2011 – 2019-2020), Population Density (2010-2011 – 2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 – 2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

MARKET OVERVIEW

Slide 8-9: Market Definition and Structure

Slide 10: Cocoa Bean Processing

Slide 11: Chocolate Manufacturing Process

Slide 12: Current Market Scenario and Market size & Growth Forecast (Value-Wise; FY 2014 - FY 2022e)

Slide 13: Player-Wise Segmentation and Product-Wise Segmentation

Slide 14: Value Chain Analysis of Branded Chocolates

Slide 15: Porter's Five Force Analysis

TRADE ANALYSIS

Slide 16: Export of Chocolate and Chocolate Products {Value-Wise; FY 2014 – FY 2017} and Export of Chocolate and Chocolate Products {Volume-Wise; FY 2014 – FY2017}

Slide 17: Export of Chocolate and Chocolate Products – Region-Wise Segmentation {(Value-Wise: FY 2016 and FY 2017} and Export of Chocolate and Chocolate Products – Region-Wise Segmentation {Volume-Wise: FY 2016 and FY 2017}

Slide 18: Import of Chocolate and Chocolate Products {Value-Wise; FY 2014 – FY

2017} Import of Chocolate and Chocolate Products {Volume-Wise; FY 2014 – FY 2017}
Slide 19: Import of Chocolate and Chocolate Products - Region-Wise Segmentation
(Value-Wise: FY 2016 and FY 2017} and Import of Chocolate and Chocolate Products –
Region-Wise Segmentation {Volume-Wise: FY 2016 and FY 2017}

MARKET INFLUENCERS

Slide 20-24: Market Drivers

Slide 25-26: Market Challenges

GOVERNMENT INITIATIVES

Slide 27-28: Government Initiatives

MARKET TRENDS

Slide 29-33: Market Trends

COMPETITIVE LANDSCAPE

Slide 34: List of Major Players

Slide 35-53: Profiles of Major Players

RECENT DEVELOPMENTS

Slide 54: Key Recent Developments

APPENDIX

Slide 55: Research Methodology

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