

Confectionery Market in India 2014

<https://marketpublishers.com/r/CD0FC665805EN.html>

Date: April 2014

Pages: 123

Price: US\$ 950.00 (Single User License)

ID: CD0FC665805EN

Abstracts

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Netscribes' latest market research report titled Confectionery Market in India 2014 elaborates the competitive market scenario of the Indian Confectionery market and its growth prospects in the ensuing years. The Indian Confectionery market is experiencing rising demand due to various driving factors which, in turn, have been instrumental in providing immense opportunities to manufacturers to grow and operate in the market lucratively. The report provides a snapshot of the market overview of the confectionery market in India. The Indian Confectionery market is classified into three broad segments – chocolate confectionery, sugar confectionery and gum confectionery, wherein chocolate confectionery enjoys more popularity in comparison to the others. The report also gives an insight into further segmentation of these sub-markets. Moreover, the chocolate confectionery segment is dominated by a large number of MNCs and organized confectionery manufacturers.

There are certain factors that have predominantly worked towards enabling the confectionery sector to grow in recent years. These include higher disposable incomes that have enabled consumers to enhance their purchasing power, rapid urbanization that has led to busy lifestyles and subsequent inclination of consumers towards premium range of confectionery and aggressive marketing campaigns by all the players to break the product clutter and attract consumers through brand loyalty initiatives. In addition to these, the other factors which are contributing towards the rapid growth of the industry include the growing gifting culture within the country, fast expanding retail network and developing rural sector.

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