

# Assessment of the Indo-China Chocolate Market

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## Abstracts

### Executive Summary

India is amongst the four countries projected to have the highest chocolate market growth in the period 2015-2020. Other countries include Mexico, China and Brazil. The chocolate market in India is currently growing at a rate of 20% annually and is projected to grow by 30% by 2020. Close to 70% of the chocolate is consumed in urban India. Factors such as poor infrastructure, lack of cold storage facilities and greater affinity for traditional Indian sweets inhibit the growth of the rural chocolate market.

China is amongst the four countries projected to have the highest chocolate market growth in the period 2015-2020. Other countries include Mexico, Brazil and India. However, the recent government corruption crackdown has dampened the chocolate market in China. In 2014 the per capita consumption of chocolate in China was just 0.2 kgs as compared with 2.5 kgs per person in Brazil, 0.7 kgs per person in India and 2.2 kgs in United States. In 2014, the chocolate market in China generated sales worth approximately USD 3.2 billion and is projected to grow to USD 4.4 billion by 2020.

### Why should the report be purchased?

The report 'Assessment of the Indo-China Chocolate Market' highlights key dynamics of the global, India and China's chocolate market. The potential of the sector has been investigated along with the emerging trends. The current market scenario and future prospects of the sector has also been studied. The report contains profiles of key players including Nestle S.A., Mars Foods, Ferrero Rocher, The Hershey Company, Mondelez International Inc., Amul. The report contains latest opinions of industry experts.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available in soft as well as hard copy format. The delivery time for the electronic version of the report is 3 business days. The dispatch time for hard copies is 4 business days, as each hard copy is custom printed for the client.

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