

# Germany: market of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

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## Abstracts

This report presents a comprehensive overview of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and sales and to build a forecast for the market in the medium term. In the same way, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and market insights from expert representatives of the main market participants (gathered by semi-structured interviews).

The report on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany includes:

Analysis and forecast for the economy of Germany;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of sales (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market;

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term.

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers

behind recent market changes;

Strategically assess market growth potential, demand drivers and threats on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, sales and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany, this research report will save you time and money while empowering you to make informed, profitable decisions!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

Information about the document

### **1. EXECUTIVE SUMMARY**

### **2. METHODOLOGY**

### **3. CHARACTERISTICS OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS**

### **4. STATE OF THE ECONOMY OF GERMANY**

4.1. Characteristics of the economy of Germany in 2008-2013

4.2. Forecast for the development of the economy of Germany until 2016

### **5. CHARACTERISTICS OF THE CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS MARKET IN GERMANY**

5.1. Volume and dynamics of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013

5.2. Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013: production, imports, exports, consumption

5.3. Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by types of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

5.4. Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by origin

5.5. Forecast for the development of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany until 2018

## **6. CHARACTERISTICS OF THE DOMESTIC PRODUCTION OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS IN GERMANY**

6.1. Business tendencies in the industrial production in Germany in 2008-2013

6.2. Volume and dynamics of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013

6.3. Share of Germany in the European production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

6.4. Structure of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

6.5. Characteristics of the main producers of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany

## **7. CHARACTERISTICS OF THE PRICES OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS IN GERMANY**

7.1. Characteristics of the manufacturers' prices of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013

7.2. Characteristics of other prices of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

## **8. FOREIGN TRADE OPERATIONS OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS IN GERMANY**

8.1. General foreign trade operations of Germany

8.2. Foreign trade operations of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013

## **9. CHARACTERISTICS OF THE IMPORTS OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED**

## **FOOD PRODUCTS AND PREPARATIONS TO THE GERMAN MARKET**

9.1. Volume and dynamics of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013

9.2. Key indicators of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to the German market

9.3. Main countries, importing chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to Germany

9.4. Share of Germany in the European imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

9.5. Structure of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products

9.6. Domestic companies, main importers of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to the German market

## **10. CHARACTERISTICS OF THE GERMAN EXPORTS OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS**

10.1. Volume and dynamics of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013

10.2. Key indicators of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

10.3. Recipient countries of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

10.4. Share of Germany in the European exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations

10.5. Structure of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products

10.6. Domestic companies, main exporters of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations from the territory of Germany

## **11. FACTORS, INFLUENCING THE DEVELOPMENT OF THE MARKET**

### **12. CHARACTERISTICS OF THE SALES OF CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS IN GERMANY**

12.1. Volume and dynamics of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 and forecast until 2019

12.2. Structure of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 (by origin, by types of products, by channel, etc.)

12.3. Balance between supply and demand on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013 and forecast until 2019

### **13. FORECAST FOR DEVELOPMENT OF THE CHOCOLATES, CHOCOLATE CONFECTIONERY, CHOCOLATE SPREADS AND OTHER CHOCOLATE-BASED FOOD PRODUCTS AND PREPARATIONS MARKET IN GERMANY UNTIL 2019**

#### **LIST OF FIGURES**

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013, in physical and value terms

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by origin in physical and value terms in 2008-2013

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by types of products in physical and value terms in 2008-2013

Volume and dynamics of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 and forecast until 2019, in physical and value

terms

Structure of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products, in physical and value terms

Deviation of the average manufacturers' prices of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Structure of the foreign trade operations on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013, in physical and value terms

Dynamics of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Main countries, importing chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to Germany in 2008-2013, in physical and value terms

Dynamics of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products in 2008-2013, in physical and value terms

Dynamics of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Recipient countries of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Structure of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products in 2008-2013, in physical and value terms

Dynamics of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013, in physical and value terms

Balance between supply and demand on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013 and forecast until 2019, in physical terms



Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany until 2019 (under the framework of the optimistic scenario), in physical terms

## About

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## List Of Tables

### LIST OF TABLES

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Key indicators on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013

Key indicators of the economy of Germany in 2008-2013 and forecast until 2016

Volume and dynamics of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013, in physical and in value terms

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013, in physical and value terms

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by origin in 2008-2013, in physical and value terms

Structure of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany by types of products in 2008-2013, in physical and value terms

Forecast for the development of the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany until 2019, in physical and value terms

Key business tendencies in the industrial production in Germany in 2008-2013

Volume and dynamics of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the domestic production of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products, in physical terms

Average manufacturers' prices of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Volume and value of the foreign trade operations on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and

preparations market in Germany in 2008-2013, in physical and value terms

Volume and dynamics of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Key indicators of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to the German market in 2008-2013, in physical and value terms

Main countries, importing chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations to Germany in 2008-2013, in physical and value terms

Structure of the imports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Key indicators of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Recipient countries of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in 2008-2013, in physical and value terms

Structure of the German exports of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013 and forecast until 2019, in physical terms

Structure of the sales of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany in 2008-2013, in physical terms

Balance between supply and demand on the chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations market in Germany in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads and other chocolate-based food products and preparations in Germany until 2019

(under the framework of the pessimistic scenario), in physical terms  
Forecast for the total supply of chocolates, chocolate confectionery, chocolate spreads  
and other chocolate-based food products and preparations in Germany until 2019  
(under the framework of the optimistic scenario), in physical terms

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