

Confectionery US Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts

Confectionery US Market 2017 Analysis, Opportunities and Forecast

PUNE, INDIA, October 6, 2017 /EINPresswire.com/ -- Summary

"Top Growth Opportunities: Confectionery in the US", provides recommended actions and detailed analysis of how to target the best growth opportunities for confectionery producers and retailers. Readers can understand what categories, channels, companies, and consumers will drive the success of Confectionery markets in the US through detailed and robust data, expert insight, and case studies.

Top Growth Opportunity reports use a risk versus reward opportunity model to identify the best growth markets for Bakery & Cereal producers. Through this in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them.

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Top Growth Opportunities for Confectionery in the US provides an overview of the Confectionery market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption propriety Risk vs Reward Opportunity model pinpoints the best growth opportunities for Confectionery producers, suppliers and retailers by combining robust, granular data and expert insight. The report uses this framework to identify the best opportunities, analyze white spaces in the market, and outline new product development that will effectively target the most pertinent consumer need states. These are combined to offer strategic recommendations to capitalize on evolving consumer landscapes.

Get access to -

- Key consumer demographic groups driving consumption within the US market. Improve your consumer targeting by understand who's driving the market, what they want, and why
- A study of market value and volumes over 2011-2016 for the US, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the 2016-2021 period
- White space analysis, to pinpoint attractive spaces in the market and the key actions to take
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and US-specific product innovation targeting key consumer needs

Scope

- The US has the largest confectionery sector by value globally, worth in excess of US\$36 billion. However, growth for this market is relatively low compared with other developed nations, with a forecast CAGR for 2016-2021 of less than 4.4%.

- The US Confectionery market grew at a CAGR of 3.1% during 2011-2016 from US\$31,330.3 million in 2011 to US\$36,410.2 million in 2016.
- In the US Confectionery market, Chocolate is the most valuable category, growing at a CAGR of 2.9% in the last five years. It is forecast to record faster growth at a CAGR of 3.9% during 2016-2021. The Sugar Confectionery category, which recorded fastest growth at a CAGR of 5.0% during 2011-2016, is expected to continue being the fastest growing category with a CAGR of 6.1% during 2016-2021.

Reasons to buy

- This report brings together consumer analysis and market data to provide actionable insight into the behavior of the US confectionery consumers.
- This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Confectionery sector.
- Category, brand, and packaging dynamics are also examined. This allows product and marketing strategies to be better aligned with the leading trends in the market.

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