



# Global Chocolate Market Research Report 2017

## Key Players: Lindt & Sprungli, Nestle, Mars, Incorporated, Ferrero etc.

*This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies*

PUNE, INDIA, November 10, 2017 /EINPresswire.com/ -- [Chocolate](#) is one of the most consumed food product across the globe. Chocolates are typically sweet and are made from cocoa seeds, cocoa liquor, cocoa butter, milk and sugar and are often served with different varieties of flavours. Moreover, in order to survive with the intensifying competition in the market, the chocolate vendors use different flavours such as ginger, lavender, and hibiscus among others to tempt customers into buying their variety of chocolate products. Chocolates with organic ingredients are increasingly gaining traction in the market and are being offered at a premium price.

### Market Outlook

Chocolates have to be stored in an environment which is extremely sensitive to temperatures and humidity. Chocolates cannot be stored in high temperature as they can melt down and fluctuating temperatures can cause fat to bloom. Moreover, chocolates are stocked in a place away from other food items as these have the ability to absorb different aromas. Hence, chocolates should be wrapped and kept in a proper place which has correct humid and temperature conditions. The global market for chocolates is driven by extensive utilisation of chocolates in confectionary items and flavoured food products. Moreover, chocolates are being used as functional goods owing to their nutritional value and aid in relieving of stress, leading to increasing consumption over the forecast period. However, fluctuations in raw material prices and excessive reliance on unstable economies for supply of cocoa is restraining the market growth.

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### Geographic Outlook

Asia Pacific region is expected to drive the global chocolates market owing to huge population with large proportion of youth and children. Other than changing taste preferences, factors like growing purchasing power of middle class in the region which impacted the demand significantly along with rapid urbanisation and better lifestyle of consumers is likely to propel the market growth of chocolates. Moreover utilisation of chocolate products as confectionary and flavours drive the market too. North America and Europe is expected to drive the global market for chocolates majorly over forecasted period.

### Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary

inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

## Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

## Segmentation

Thirdly, Chocolate Market has been segmented on the basis of distribution channel, product and geography as follows:

### By Distribution Channel

Independent retailers

Specialist retailers

Supermarkets and hypermarkets

Convenience stores

### By Type

Dark

White

Milk

### By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

The Middle East and Africa

Asia Pacific

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## Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Lindt & Sprungli, Nestle, Mars, Incorporated, Ferrero and Meiji Holdings Co., among others.

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