

Confectionery Markets in China Expected Strong Forecast Growth of 8.6% CAGR over 2016-2021

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Pune, India, 04 December 2017:
WiseGuyReports announced addition of new report, titled "Top Growth Opportunities: Confectionery in China".

Confectionery are regularly consumed on an everyday basis in china. The confectionery product have component as a chocolate, sugar, sweets and gum. The cocoa and sugar are raw products for chocolate and latex is the raw material used for gum.

Many types of sweets have been started in the market.

The confectionery product have major demand among the people every age. Moreover, the market growth of this product is not dependent on any season or occasion. The dark chocolate and the increasing demand for various premium chocolates will be one of the key factors that will have a positive impact on the development of the market.

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As per report study, China is one of the largest confectionery markets globally with a value of over US\$15.58bn and to grow at CAGR of 8.6% during the forecast period of 2016-2021 period. The consumption rate of confectionery product is high in the China in comparison to other regions as they have a large number of manufacturers that offers a variety of luxury products. These products are affordable as they are optimally priced. The demand for chocolate confectionery such as artisanal chocolates will continue to increase because many new players are coming up with newer product varieties.

Among the top ten countries, the per capita expenditure in China is the second lowest in US\$ terms, higher only to Malaysia, in 2016. However, China is expected to remain the fastest growing country in terms of per capita expenditure during 2016-2021.

The China growing middle class has increased. Population is increasingly urban in this division and Western trend is developing trend. Many Chinese consumers appear to be healthy sources of sweet products, especially food grains, nutritional value.

Increasing awareness on health and customer's attention reduces weight and reduces cholesterol and sugar levels to prevent diabetes; they influence the use of sugar-free confectionery. Walking towards health and wellness activities will catch attention in the confectionery market in China during the next few years.



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Confectionery Market in China

The Confectionery in China report provides a basic overview of the industry including its definition, applications and manufacturing technology. Then, the report explores the international and regional major industry players in detail. In this part, the report presents the company profile, product specifications, capacity, production value, and 2017-2022 market shares for each company.

The Confectionery in China market report comprises an elaborated executive summary, which includes market snapshot that provides information about various segments of the market. It also provides information and data analysis of the market with respect to market segments based on media type, end-user, and geography. The market overview section of the report analyzes market dynamics such as drivers, restraints and opportunities that influences the culture media market in the current and future scenario.

The study of report has a complete understanding of market value and quantity, technological progress, macro-economic changes and governmental policies based on past and present data, along with the current and upcoming trends in the market.

The major players cover in the report are Lianhua Supermarket, China Resources Vanguard, Wal-Mart China, Carrefour, RT Mart, Quik (Kuaike), 7-Eleven, Family Mart, Kedi, Metro AG and Mars Incorporated

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