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Reasons to buy this report

This report brings together consumer analysis and market data to provide actionable insight into the behavior of consumers. This is based on Canadean’s unique consumer data – developed from extensive consumption surveys and consumer group tracking – which quantifies the influence of 20 consumption motivations within your industry.

Consumer trends analysis
An overview of the key demographic groups driving consumption in your industry, and what their motivations are for doing so. This enables the reader to identify the most important trends within the market and also determine whether beliefs over what influences consumer behavior within the category are accurate.

Market sizing
Market value and volumes are given over 2009–2019 for 10 leading countries across the globe. Coverage includes major European markets, the US, and the emerging markets of Brazil, Russia, India, and China.

Demographic analysis
Key demographic groups driving consumption within the Chinese market are identified. The figures showcase the number of Confectionery occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category. Overall and private label consumption is analyzed.

Product innovation examples
Examples are provided of innovative international and country-specific product development within your industry, with analysis of how these products effectively target the most pertinent consumer need states.

Recommended actions
Strategic recommendations of how to capitalize on the evolving consumer landscape are offered, allowing product and marketing strategies to be better aligned with the leading trends in the market.

Future outlook
The report provides insight to highlight the "so what?" implications behind the data, and analysis of how the need states of consumers within your industry will evolve in the short-to-medium term future.
Canadean has identified nine mega-trends that drive consumer choice and these can be broken down into 20 sub-trends.
Chinese Confectionery market forecast to witness moderate growth over the period 2014–2019

- The Confectionery market in China grew at a CAGR of XX% in terms of value over the period 2009–2014, and is forecast to grow at a CAGR of XX% over 2014–2019. Rising disposable income and rapidly increasing per capita consumption, owing to the presence of a high proportion of younger consumers, is driving the growth of Confectionery in the country.

- Volume consumption of Confectionery will grow at a CAGR of XX% over the period 2014–2019, from XXXX Kg million in 2014 to XXXX Kg million in 2019.

### Market value of China Confectionery market, 2009–2019

<table>
<thead>
<tr>
<th>Year</th>
<th>CNY million</th>
<th>US$ million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>XXXX</td>
<td>XXXX</td>
</tr>
<tr>
<td>2014</td>
<td>XXXX</td>
<td>XXXX</td>
</tr>
<tr>
<td>2019</td>
<td>XXXX</td>
<td>XXXX</td>
</tr>
</tbody>
</table>

### Market volume of China Confectionery market, (Millions of Kg), 2009–2019

- **CAGR 2009–2014**: XX%
- **CAGR 2014–2019**: XX%
Both Chinese men and women tend to consume Confectionery at a 'heavy frequency'.

Canadean has also broken down Confectionery consumption in China by type of consumption:

- **Light consumption**: XX consumption occasions per week
- **Medium consumption**: XX consumption occasions per week
- **Heavy consumption**: XX consumption occasions per week

Breakdown of consumption by whether it is the result of heavy, medium, or light consumption, by gender, 2013

Both Chinese men and women are seen to follow a similar pattern of consumption, with more than 80% of the consumption being driven by 'heavy frequency' consumption.

'Heavy user' consumption frequency is valued at XX times per week for Chocolate, XX times for Gum, and XX times per week for Sugar Confectionery categories. The relatively lower consumption occasions of Confectionery products by the Chinese can be attributed to the high popularity of traditional sweets, which serve as a substitute to Confectionery products.

However, there is a change in the trend as the Chinese youth are increasingly perceiving Confectionery products as an affordable luxury.
The Quality Seeking trend influences US$XX billion worth of Confectionery consumption in China per annum.

The **Quality Seeking** trend influences XXX Kg million of volume sales in China. This accounts for XX% of all volume consumption within the category.

Influence of trend by category:
- Chocolate: XX%
- Gum: XX%
- Sugar Confectionery: XX%

**Gender**
- XX.X%
- XX.X%

**Age group**
- 0-9: XX%
- 10-15: XX%
- 16-24: XX%
- 25-34: XX%
- 35-44: XX%
- 45-54: XX%
- 55+: XX%

**Income**
- % of consumption by income bracket

**Leisure time**
- % of consumption by amount of leisure time

![Canadean](canadean.png)
An increasing number of consumers in China are benefiting from the economic prosperity experienced in recent years.

Confectionery manufacturers have found themselves catering to a relatively new and wider consumer group.

Synonymous with the stereotype of consumers in urban parts of China donning the latest fashion and technology pieces, a growing number of consumers, made possible through economic development, are taking a greater interest in the Confectionery products that they buy and are evaluating a number of product attributes when determining its quality. This can be attributed to consumers becoming more willing to trade up to higher quality products that match both their social status and good taste. Consumers are paying more attention to how ingredients have been sourced and how products have been formulated, and this is something that Western manufacturers need to ensure that they leverage with product positioning. After all, quality seeking can be directly related to other product attributes such as indulgence.

The Confectionery market is ideal for quality seekers, due to its emotive nature, which has resulted in a wide range of novel products that appeal to quality seekers. Products such as Sugar Confectionery and Gum are ideal categories for manufacturers to come up with products that test the boundaries of premium and quality offerings. Consumers’ quality seeking attitude manifests in the market with continuous innovations and launches of new, premium Confectionery products.

Western products are associated with high quality in China

Lancaster is a premium brand candy and marked Hershey’s first brand launched outside the US. The premium milk candy was launched in three flavors, targeting indulgence seekers.

New and distinctive flavors allow new taste sensations

Brookside dark chocolate pairs exotic flavors to create a unique chocolate experience. This pomegranate flavor is one of many flavors, and is ideal to be paired with fine food and drink or can be consumed when celebrating special moments.
What trends will increase in importance over the next 10 years?

Canadean predicts that the following secondary drivers will rise in importance over the next decade to become increasingly influential motivators of consumption within the market.

- **Busy Lives**: The hectic combination of professional and family commitments will drive consumption of on-the-go confectionery products. *Busy Lives* can often include long work commutes and increased working hours, which will lead consumers to look for easy and quick-to-consume products. Marketers should offer convenient packs that allow consumers to carry chocolate bars and candies in their bags. Additionally, for busy parents, family packs that contain different treats will provide quick snacks.

- **Experience Seeking**: The *Experience Seeking* nature of consumers drives them to look for products that provide them with something novel, with new and exciting tastes, allowing manufacturers to try weird and wonderful flavor combinations. The fragmented and saturated nature of the confectionery market means brands need to offer more experiences; they can launch more limited and seasonal editions of products with unusual ingredients, flavors, and textures in order to gauge consumer interest in more novel products.

- **Individualism**: Consumers in China are becoming more concerned with regards to their own personal needs, leading to a desire for *Individualism*, which will drive food consumption, including confectionery. With consumers taking a more individualistic approach, marketers should promote a range of confectionery products that meet individual needs, such as being low in fat or using natural sweeteners. Consumers who monitor their intake will be prone to acquiring products that suit their personal requests.
Summary Methodology

This report is comprised of two data research programs

MARKET DATA

• **Method:** Analyst triangulation of consensus numbers based upon comprehensive primary and desk research as part of an international research programme.

• **Coverage:**
  - 50 Countries fully researched
  - Category and segment breakdown
  - 8 channels
  - Value and Volume data
  - Internationally comparable data
  - 100% standardized definitions

CONSUMER DATA

• **Method:** Extensive consumption surveys and consumer group tracking with strict age and gender quotas to ensure nationally-representative results.

• **Coverage:**
  - 10 Countries
  - 20 Consumer Trends
  - 26 Consumer Groups
  - Category breakdown
  - Integrated market sizing at the country and category level
  - Interim 2013 Consumer data generated by mapping 2013 Market size data onto 2012 Consumer data consumption values

Details on the methodology for both of these research programs can be found in the Appendix.
Successful New Product Development Strategies in the Food, Drinks and Personal Care Market

Canadean has studied the best new product development, cross-category innovation, and marketing campaigns in both developing and developed countries to find common themes and best practice. The evolution of consumption habits across the world means both retailers and manufacturers need a renewed understanding of consumers’ changing lifestyles, and how this will affect their product choices. The report highlights innovative new product development, and offers strategic recommendations to capitalize on the evolving motivations driving consumption.

Global Mega-Trends: Understanding evolving consumer attitudes and behaviors when it comes to Health and Wellness

Attitudes to beauty and health are evolving worldwide: consumers are becoming more image conscious, they’re concerned about heart health and cancer, and they’re becoming more open when it comes to the issue of mental wellbeing. Understanding the regional differences between these attitudes will pinpoint opportunities for brands to better target key consumer need states, which will improve the success rate of new product launches, and identify gaps in the market before anyone else.

Consumer and Market Insights: Dairy Market in France

The Dairy market in France was worth EUR26,804.4 million (US$35,574.4 million) in 2014, and is forecast to register a CAGR of 2.5% in local currency terms during 2014-2019 to reach EUR30,260.1 million (US$36,401.6 million) in 2019. Consumers aged 55 and over account for almost a third of all Dairy consumption occasions: meeting their desire for indulgent products will help companies grow their share of the market.