Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Indian Confectionery Market

FD0033IS – Sample Pages
Insight Report
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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 determine whether beliefs over what influences consumer behavior within the category are accurate.

**Market sizing**
Market value and volumes are given over 2008–2018 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 US market are identified. The figures showcase the number of Dairy occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category.

**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.
The need to indulge and seek additional Fun & Enjoyment is driving the Indian Confectionery market

There are a number of reasons why consumers turn to Confectionery and a number of reasons they don’t. It is crucial for manufacturers to understand what consumers want from the actual products that they purchase.

**DRIVERS OF CONSUMPTION**

**Fun and Enjoyment:** Consumers seek Confectionery products as fun accompaniments to enjoying leisure time with friends and family.

**Confectionery as a gift:** Confectionery gift packs are gaining wider acceptance among consumers during Indian festivals and other gifting occasions.

**Media influence:** TV commercials and digital campaigns have a strong influence on Confectionery consumption in India.

**Me-time indulgence:** Consumers look to Confectionery for tasty treats during moments of relaxation and me-time.

**On-the-go snack:** A desire for on-the-go snacks is helping to increase the consumption of Confectionery products.

**INHIBITORS OF CONSUMPTION**

**Preference for substitutes:** Some consumers favor Savory Snacks or other snack food over Confectionery products.

**Health:** Confectionery products are inherently associated as being unhealthy due to their high sugar content and the presence of additives.

**Guilt:** Consumers may feel guilt over indulging in Confectionery products, causing them to moderate their consumption levels.

**Time of day restricted demand:** Consumers see Confectionery as a treat for the afternoon and evening, limiting the time of day during which they consume.

**Age restricted demand:** Parents of young children often avoid buying Confectionery, opting for more nutritional substitutes.
The Indian Confectionery market is one of the fastest-growing markets globally.

The Indian Confectionery Market is poised for high growth compared to other major markets:
The Indian Confectionery market is one of the fastest-growing markets globally. The country’s improved economy and rise in purchasing power has led to increased demand for Confectionery products. India has a low per-capita consumption and the lowest volume consumption of Confectionery products across major markets. However, the Indian Confectionery market is poised for high growth due to increasing penetration and wider product choices available at different price points. Confectionery in India is now seen as a fun-to-eat snack with more urban consumers indulging in premium Chocolates. However, rural consumers have also contributed towards the high volume growth due to entry-level product availability at affordable prices. The market will grow at a CAGR of XX.X% during 2013–2018.

Per capita Confectionery occasions in India are lowest across major markets: The average Indian consumer enjoys XX.X Confectionery occasions per year, which is the lowest across major markets. The market promises good growth as adult consumption of Confectionery products increases.
The Health & Wellness mega-trend has a moderate influence on Confectionery consumption in India. As health-consciousness increases, particularly in urban areas where higher levels of disposable income and increased availability of unhealthy foods have led to higher levels of obesity, consumers are seeking products that offer a healthier option.

Health is most influential in the consumption of Gum, influencing X.1% of consumption. This reflects consumers turning to these products for their specific functional benefits, such as prevention against tooth decay and gum disease, as well as gums that offer an energy boost. Health concerns are also leading to consumers trying to cut down on how often they consume sweet and sugary treats, or avoiding the category altogether.

### Extent that the trend influences consumer behaviour

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### Product innovation example

**Product:** Happydent White Xylit  
**Manufacturer:** Perfetti van Melle

This product contains xylit which is sugar-free, as well as neem, pudina extracts, pudina oil, and baking soda, which help to reduce the risk of tooth decay. The product is positioned to be consumed after a meal.
Manufacturers are focusing on innovative formulation, positioning, and packaging

**Innovative Global launches in the Confectionery sector**

**Brand:** Draft  
**Manufacturer:** Jelly Belly  
**Launched:** US, 2014  
**Trend:** Experience Seeking; Fun & Enjoyment

The Jelly Belly Candy Company introduced a new type of Jelly Beans under its Draft brand. These are available in beer flavor and are packaged in two different novel shaped packs: Beer Can and Beer Mug.

**Brand:** Organic Hard Candy  
**Manufacturer:** Torie & Howard  
**Launched:** Canada, 2013  
**Trend:** Ethics, Responsibility & Spirituality

Torie & Howard launched candies under its Organic brand that are derived from only certified organic fruits and ingredients. It is available in four different flavors: Pear, Pomegranate, Orange, and Grapefruit.

**Brand:** Marvellous Creations Cola Pretzel Honeycomb  
**Manufacturer:** Kraft  
**Launched:** UK, 2013  
**Trend:** Experience Seeking

Cadbury’s newest product in it’s Marvellous Creations range features gummy cola pieces, salty pretzels, and crunchy honeycomb encased in chocolate for a surprising taste and texture combination, moulded into zany, fun shapes.

**Brand:** Pop Corn Pop  
**Manufacturer:** Chuao Chocolatier  
**Launched:** US, 2013  
**Trend:** Fun & Enjoyment, Experience Seeking

Chuao Chocolatier’s pop corn pop bar is a unique combination of buttery, salty popcorn and rich chocolate. Made with a mix of puffed whole grains, toasted corn chips, and popping candy, the product has a novel mouthfeel, creating a small popping explosion as it is eaten.
Manufacturers should target a fast growing base of younger consumers, as well as offering sugar-free products

Manufacturers should position products targeting young consumers:

Consumption of chocolates and candies is growing at a fast pace in India among young consumers, and companies should launch new, innovative products and brands targeting them. These products should include new flavors that offer additional Fun & Enjoyment to the product. Media campaigns will be an effective vehicle for targeting these consumers.

Product: Alpenliebe  
Manufacturer: Perfetti Van Melle  
This product is aimed at younger consumers and positioned around being ‘anti-boring’. This will appeal to consumers who are looking for fun from their Confectionery, via new and novel flavors.

Manufacturers should offer sugar-free products to meet rising health concerns:

Diabetes has emerged as a major healthcare problem in India. With a large proportion of the population being diabetic and cases growing among the younger generation, consumers are becoming more health-conscious and looking to limit their sugar intake. Manufacturers should devise sugar-free alternatives to India’s favorite Confectionery products.

Product: Minto Ultramintz  
Manufacturer: ITC  
This extra-strong, sugar free mint comes in a convenient case, making the product easily transportable for on-the-go consumption. It will appeal to working consumers looking to abstain from sugar.
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
  - Eight 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.
Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Savory Snacks Market
As an effect of the recessionary environment in the country, people are eating out less and entertaining more at home, engaging in indulgent snacks as an affordable treat to offer friends and family. Savory Snacks are relatively low cost, even for more premium offerings, making them an attractive way of treating oneself, regardless of the occasion.

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Brazilian Dairy Food Market
Brazilians select Dairy products based on their ability to meet age-specific needs. This doesn’t just apply to children, with older adults increasingly aware of their specific nutritional needs. Although poverty rates have declined rapidly in Brazil, the low income of many consumers means they will seek out the best value for money products.

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Savory Snacks Market
The hectic lives of French consumers will continue to influence Savory Snack consumption in France, with time-scarce consumers looking for quick, convenient food solutions. French consumers are driven by the pursuit of pleasure and indulgence, with products that offer decadent flavors and textures experiencing demand as indulgent on-the-go treats.