

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

FD0035IS – Sample Pages

Insight Report
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Example table of contents

Definitions

▪ Category classifications	4
▪ Demographic definitions	5
▪ Summary methodology	6
▪ Trend framework	8

Market context

▪ Drivers and inhibitors of consumption	10
▪ Overall Confectionery market value, (US\$ millions), 2008-2018	11
▪ Overall Confectionery market volume, (millions of KG), 2008-2018	11
▪ Confectionery market volume, (millions of KG), 2008-2018, by segment	12
▪ Number of Confectionery consumption occasions in 2012, by gender	13
▪ Number of Confectionery consumption occasions in 2012, by age	13
▪ Global country comparison of Confectionery market value and growth, (US\$millions), 2008-2018	14
▪ Global country comparison of Confectionery market volume and growth, (millions of KG), 2008-2018	14
▪ Volume of sold globally and forecast CAGR over the period 2013–2018 (size of bubble denotes market volume)	15

Demographic cohort consumption patterns

▪ Breakdown of Confectionery consumption occasions 2012, by gender	17
▪ Over/under consumption of Confectionery compared to the proportion of society represented	17
▪ Breakdown of Confectionery consumption occasions 2012, by age group	18
▪ Over/under consumption of Confectionery compared to the proportion of society represented	18
▪ Breakdown of Confectionery consumption by whether it is the result of heavy, medium or light consumption, by gender, 2012	19
▪ Breakdown of Confectionery consumption by whether it is the result of heavy, medium or light consumption, by age group, 2012	20

Consumer trend analysis

▪ Level of influence each trend has on overall Confectionery consumption, by volume, 2013	22
▪ Level of influence each trend has on overall Confectionery consumption across the globe, by volume, 2013	23

Example table of contents - continued

Consumer trend analysis - continued

▪ The Changing Lifestyle mega-trend	24
▪ The Connectivity mega-trend	26
▪ The Convenience mega-trend	28
▪ The Ethics mega-trend	30
▪ The Experience & Enjoyment mega-trend	32
▪ The Health & Wellness mega-trend	34
▪ The Individuality mega-trend	36
▪ The Trust mega-trend	28
▪ The Value mega-trend	40

Innovation examples

▪ Innovative country-specific launches in the Confectionery sector	43
▪ Innovative global launches in the Confectionery sector	45

Recommended actions

▪ Recommendations for manufactures, marketers and retailers	47
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Appendix

▪ An explanation of the sub-trends	50
▪ Detailed methodology	53
▪ About Canadean	57

Key Findings: The German Confectionery market is driven by a desire to indulge in convenient, fun snack products

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

Indulgence:

Desire to indulge in a variety of rich flavors and decadent tastes in Chocolate and Sugar Confectionery is driving consumption.

Convenience:

Confectionery products are perceived as a convenient on-the-go food solution due to their lightweight nature and portability.

Fun and Enjoyment:

Consumers seek Confectionery products as fun accompaniments to enjoyable leisure time with friends and family.

Low-budget snacking:

Confectionery products are considered by consumers to be a relatively inexpensive pick-me-up way of treating themselves.

Snacking:

A desire for snacks in between meals and as meal replacements is helping increase Confectionery consumption.

DRIVERS OF CONSUMPTION

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, causing some to avoid the category.

Guilt:

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

Time of day restricted demand:

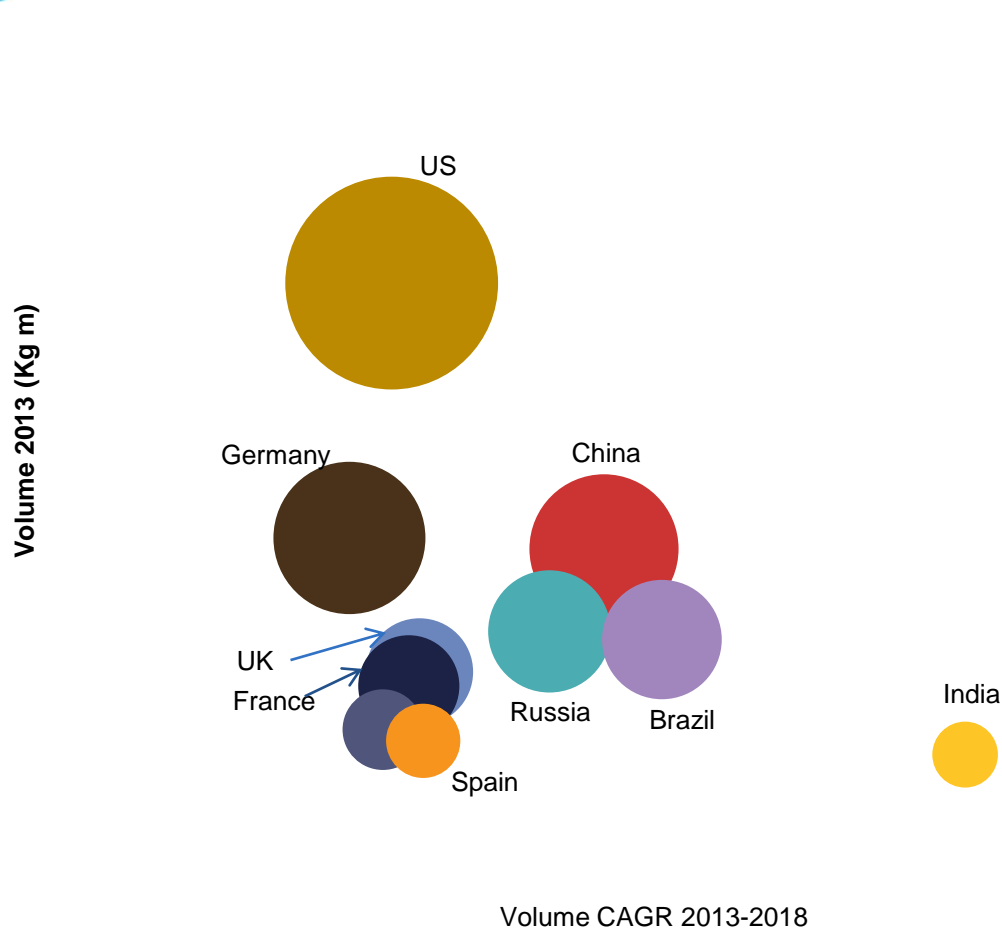
Consumers see Confectionery as a treats for the afternoon and evening, limiting the times of day during which they consume.

Age restricted demand:

Parents of young children often avoid buying Confectionery, opting for more nutritional substitutes.

Germany has second highest volume consumption of Confectionery products globally

Volume of **Confectionery** sold globally and forecast CAGR over 2013-2018 (size of bubble denotes market volume)



Germany has second highest volume consumption globally: Confectionery consumption in Germany is second highest among major global markets. High disposable income, the search for convenient snacking, and a desire for comforting food solutions is driving volume consumption growth in Germany. However, the market is reaching saturation with little room for further growth and is forecast to experience a CAGR of X.X% during 2013-2018. Higher growth in developing countries such as Brazil, Russia, India, and China can be attributed to increase in per capita consumption from lower levels, as well as population and income growth.

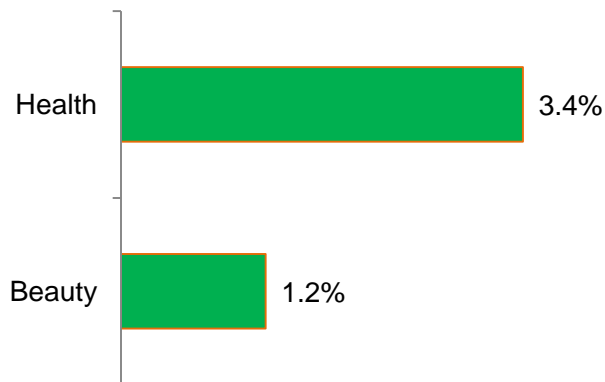
High per capita occasions in Germany: The average German consumer enjoys XXX Confectionery occasions per year, which is one of the highest among major global markets. This demonstrates high receptiveness towards Confectionery in Germany, with consumers enjoying products regularly.

The Health & Wellness mega-trend: Health concerns have limited influence on purchase of Confectionery products

How the Health & Wellness mega-trend manifests in consumer behavior in the Confectionery Market

Health concerns have a low impact on Confectionery choices, influencing just 3.4% of consumption. Despite rising obesity levels and ongoing media commentary around healthy eating choices, the majority of consumers prioritize their need for indulgent treats above all else when choosing Confectionery products, leading to little interest in better-for-you offerings. This is largely due to a fear that healthier options involve a sacrifice in taste, a trade-off that consumers are unwilling to make. Those who are overly concerned about the potential negative health effects of products in this sugar-rich sector are likely to avoid it entirely or limit their consumption to occasional treating, still opting for the most decadent products when they do consume. Consumers are also sceptical of claims from manufactures that they are reducing portion sizes in order to improve the healthiness of products, rather seeing this as a way to force consumers to pay more for less.

Extent that the trend influences consumer behavior



Product innovation example

Product: Dentyne Pure
Manufacturer: Dentyne



With a company brand share of 8.8% in the German Gum category, Dentyne offers consumers a tasty sugar-free gum option. The company's Pure brand offers a naturally flavored product that claims to have the added functional benefit of purifying breath.

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 brand Draft. These are available in beer flavor and are packaged in two different novel shaped packs: Beer Can and Beer Mug.

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

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

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

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

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

Chuao Chocolatier's popcorn pop bar is a unique combination of buttery, salty popcorn and rich chocolate. Made with a mix of puffed whole grains, toasted corn chips, popping candy, the product has a novel mouthfeel, creating a small popping explosion as it is eaten.



Manufacturers should address German consumers' high desire for indulgence by offering luxury premium products

Premium and luxury-influenced products will offer maximum indulgence to consumers who wish to treat themselves:

German consumers are highly led by a desire for indulgence, and as economic recovery in the country causes disposable incomes to rise, consumers can be encouraged to treat themselves with the most decadent product offerings, driving demand for premium products.

Here, consumers will prioritize experience, meaning success for products that can offer novel flavors and textures, in order to convince consumers that they are getting something worth paying extra for. Flavors should borrow from wider gourmet cuisine, offering bold and unexpected combinations of sweet and savory, such as products featuring the bite of wasabi or the earthiness of green tea.

Innovative packaging is also essential: manufacturers should use packaging to enhance the consumption experience, allowing consumers to turn unwrapping products into a decadent ritual in itself.

Brand: Jcoco

Manufacturer: Jcoco American Couture Chocolate

Launched: US, 2013

This luxury option retails at US\$8.00 for a 3-ounce bar in innovative flavors such as edamame sea salt, agave quinoa sesame, and cayenne veracruz orange. Targeted at women, the packaging that opens like a purse to reveal three individually wrapped bars, each weighing one ounce. The brand also donates one serving of fresh food to a foodbank for every bar sold, offering consumers a feel-good satisfaction to accompany their indulgence, alleviating any guilt over spending.



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.

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.



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.