

Chocolate Confectionery Industry Insights

Future profit opportunities and growth indicators

**Germany chocolate confectionery sales value (€ m),
by segment, 2004-2008**

Segment	2004	2005	2006	2007	2008
Boxed	1246.6	1272.5	1294.5	1312.7	1334.2
Countlines	825.2	842.7	857.6	870	884.6
Moulded bars	1028.5	1050.1	1068.4	1083.6	1101.5
Other chocolate confectionery	77.2	79.7	82.1	84.2	86.6
Seasonal chocolate/novelties	144.6	148.5	152	155	158.5
Straightlines	199.1	204.1	208.5	212.4	216.7
Total	3521.1	3597.6	3663	3717.9	3782.2

Source: Chocolate Confectionery Industry Insights

"By 2008, the market is expected to grow significantly to reach €3782.2 million. Boxed chocolates dominate the market in value terms, followed by moulded bars and then countlines..."

Source: Chocolate Confectionery Industry Insights

Increase your **market share** and **turnover** by identifying the sectors and countries that provide the **best profit opportunities** for your **specific confectionery product...**

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**UK chocolate market value
(€m), 2004-2008**

Segment	2004	2005	2006	2007	2008
Boxed	1332.6	1350.2	1367.6	1385	1400
Countlines	2152.3	2176.4	2200.6	2224.6	2244.4
Moulded bars	982.3	996.3	1010.3	1024.2	1036.3
Other chocolate confectionery	18.1	18.1	18	17.9	17.7
Seasonal chocolate/novelty	885.2	899.5	913.8	928.1	940.8
Straightlines	732.9	743	753.1	763.4	772.1
Total	6103.4	6183.5	6263.4	6343.2	6411.3

Source: Chocolate Confectionery Industry Insights

"Seasonal chocolate/novelty and countlines are the only categories expected to witness positive growth between 2004 and 2008 in volume terms..."

Source: Chocolate Confectionery Industry Insights

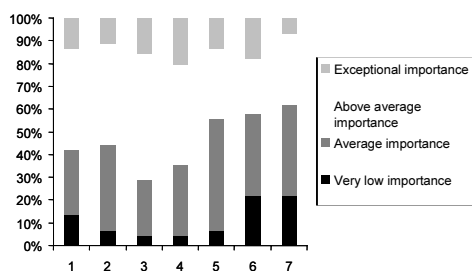
Companies that fail to innovate, look ahead or anticipate customers' needs will not be successful in the current, competitive and highly saturated chocolate marketplace.

Chocolate Confectionery Industry Insights: Future profit opportunities and growth indicators is a strategic management report that analyses the chocolate market by sub-categories of '**boxed**', '**Moulded bars**', '**Seasonal**', '**Countlines**', '**Straightlines**' and '**other chocolate**' in each of the following countries: Belgium, Spain, Germany, France, Italy, Hungary, Poland, Czech Republic, United Kingdom and the United States.

The report analyses the chocolate confectionery market between 1998 and 2003 and **forecasts the next generation of chocolate confectionery products to 2008** as manufacturers increase innovation levels. The report will enable you to **increase your market share and turnover** by identifying the sectors and countries that provide the best profit opportunities for your specific chocolate confectionery product.

This new report will provide you with...

How important will the following factors be in influencing food and drink market growth in your country over the next 18-24 months?



1 - Economic downturn 2 - Increased brand recognition
3 - New Product Development 4 - Discounts/promotions/special offers
5 - Consumer acceptance of pricing strategies
6 - Increasing retail consolidation 7 - Foreign travel/cuisine experimentation

Source: Chocolate Confectionery Industry Insights
Industry Opinion Survey

"Fundamental to the food and drinks industry is new product development and the confectionery market is no exception. In general, NPD is viewed as holding the most exceptional importance out of the seven main issues addressed in the survey, with 71% of the vote..."

Source: Chocolate Confectionery Industry Insights

- **Consumption statistics, sales value and volume data for your chocolate confectionery category** between 1998 and 2003 for Belgium, Spain, Germany, France, Italy, Hungary, Poland, Czech Republic, United Kingdom and the United States.
- Analysis of **distribution trends, major players and company overviews** for each of the major chocolate sub-categories across the ten countries covered in the report.
- **Current and future NPD trend analysis** in all of the major chocolate sub-categories: 'Boxed', 'Moulded bars', 'Seasonal', 'Countlines', 'Straightlines' and 'other chocolate confectionery' revealing innovative strategies which can be applied to your products.
- **An industry Opinion Survey** of over 5000 senior level executives in the food, drink and retail industry in the UK, Europe, Eastern Europe, Asia Pacific, US and South America revealing how innovative the confectionery markets are by country and the factors affecting growth in the chocolate confectionery market.

Chocolate Confectionery Industry Insights

Future Profit Opportunities and growth indicators

EXECUTIVE SUMMARY

CHAPTER 1: THE CHOCOLATE CONFECTIONERY MARKET OVERVIEW

- Introduction
 - Market value
 - Market volume
 - Distribution
- NPD and marketing trends
 - Ferrero leads the way in innovation
- Major players
 - Definitions used within the report

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 - Forecast volume to 2008
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- Major players
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 - Barry Callebaut

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 - U.S. chocolate company market shares
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 - Hershey Foods Corporation

CHAPTER 10: INDUSTRY OPINION SURVEY

- **Summary**
- **Introduction**
 - Breakdown of survey respondents by country
 - How financially significant is the confectionery market compared to the rest of the food and drinks industry?
 - How important do you think the following factors will be in influencing food and drink market growth in your country over the next 18 months?
 - How innovative do you think your country is in the confectionery category?
 - How innovative do you think the confectionery markets are in the following countries?
 - Meeting consumer demand for low fat products
 - Health concerns threaten indulgence

SAMPLE OF FIGURES IN THE REPORT

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- Belgian confectionery major distribution outlets, 2003
- Belgian chocolate company market shares, 2002-2003
- UK chocolate market value (£m), 2004-2008
- UK chocolate market volume (kg m), 1998-2003
- UK chocolate market volume (kg m), 1998-2003
- Cadbury Trebor Bassett contact details, UK
- U.S. chocolate market value (£m), 1998-2003
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- Italy confectionery major distribution outlets, 2003
- Italian chocolate company market shares, 2002-2003
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- Spain confectionery major distribution outlets, 2003

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