

# Chocolate Confectionery in China

June 2024

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## Chocolate Confectionery in China - Category analysis

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Chocolate confectionery continues to develop in terms of textures and flavours

The health attributes of chocolate confectionery become increasingly robust

Businesses increasingly prioritise the development of e-commerce channels

#### PROSPECTS AND OPPORTUNITIES

Chocolate confectionery in China set to experience stable but moderate growth over the next five years

The potential for functional chocolate confectionery is strong

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