

# Chocolate Confectionery in India

October 2023

Table of Contents

## Chocolate Confectionery in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Players focus on product innovation to create new positionings

Mondelez maintains dominance with unique marketing initiatives and robust distribution system

Major players lean towards D2C portals to enhance gifting potential of the category

#### PROSPECTS AND OPPORTUNITIES

Major players likely to launch online subscription services to cater for changing consumer preferences and reward customer loyalty

Leading brands will continue to ramp up local production facilities to meet demand and keep margins in check

Premium artisanal offerings set to rise with the advent of D2C players

#### CATEGORY DATA

Summary 1 - Other Chocolate Confectionery by Product Type: 2023

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## Snacks in India - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023

Table 14 - Sales of Snacks by Category: Value 2018-2023

Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Snacks: % Value 2019-2023

Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Snacks by Format: % Value 2018-2023

Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

### DISCLAIMER

## SOURCES

### Summary 2 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/chocolate-confectionery-in-india/report](http://www.euromonitor.com/chocolate-confectionery-in-india/report).