



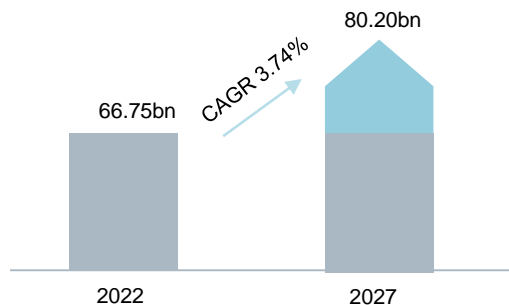
MARKET TRENDS IN CHINA:  
CONFECTIONERY



## KEY TRENDS

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## China Confectionery Market (US\$)



### + IN-SCOPE

- Chocolate products
- Sugar confectionery
- Cookies
- Ice Cream

Most recent update: Jul 2022



- ▶ Volume is expected to amount to 6,451.9mkg by 2027 & is expected to show a volume growth of 2.5% in 2023.
- ▶ In relation to total population figures, per person revenues of US\$45.84 are generated in 2022, the average volume per person is expected to amount to 4.0kg in 2022.

Source: Statista, 2022

## PROSPECTS AND OPPORTUNITIES



FORTIFIED & FUNCTIONAL



MULTIPLE SENSORY EXPERIENCE



REDUCED-SUGAR CHOCOLATE



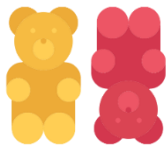
PLANT-BASED CHOCOLATE

## FORTIFIED & FUNCTIONAL



As health awareness among consumers grows, the market demand for functional food is increasing.

In the confectionery category, functionality is expected to be an area to be further explored. Although the market share of functional confectionery on the market is relatively small, yet its health benefits is still a growth point that cannot be ignored.



Examples included probiotics gummy and hyaluronic acid gummies, vitamins candies, high fibre chocolate, mints with refreshing effect, throat lozenges containing Chinese herbal medicines and etc.

Sources: Euromonitor International, 2021; Food Talks, 2022; Sohu, 2021; Xin Hua Net, 2022



### Yake V9 Jelly Candy

- Yake Vitamin C gummy candy with juicy flavour
- Added with juice, Vitamin C, Big Fruit Filling
- Varieties: Strawberry, Blueberry, Raspberry
- Product of China

# FORTIFIED & FUNCTIONAL



## Golden Throat Lozenge Cough Drops (Jinsangzi Houpian)

- Golden Throat Lozenge is specially processed to dissolve slowly in the mouth to make use of its intrinsic cooling and freshening properties
- Based on the research conducted by the renowned biologist and professor, Wang Yao-Fa. This unique product is manufactured by our company to support the health of the throat.
- The formula is distinctive and represents the accumulated experience of traditional Chinese science and cytological theories. Peppermint oil, Luo-Han-Guo Fruit, eucalyptus oil, and the other traditional Chinese herbs and oils in this product are important ingredients for maintaining the health of the throat.
- Product of China

**Ingredients:** Honeysuckle Flower, Peppermint Oil, Eucalyptus Oil, Luo-Han-Guo Fruit, Tangerine Peel, Star Anise Oil

# FORTIFIED & FUNCTIONAL



## Buff X Gummies

- These gummies are small in size but big on nutrients whereby one tablet contains a variety of elements
- They are packed into a convenient bubble bag and you can refill at anytime or anywhere
- Sugar-free and fat-free with additional vitamins like B1,B2,C, Taurine, Original GABA, Lutein, Collagen, L-arabinose for respective products.
- Varieties: Refreshing Energy Gummies, Goodnight Gummies, Overnight Eye Care Gummies, Weight Loss Chewing Candy, Skin Collagen Sugar, Black Ginger Gummies, Vitamin C Gummies, Sober Liver Protection Gummies
- Product of China

# MULTIPLE EXPERIENCE

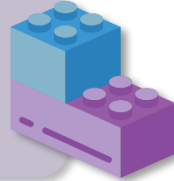
# SENSORY



► In an era when young people are surrounded by various temptations, only products that provide a unique sensory experience have the chance to thrive. The unique sensory experience is usually linked with mouthfeel, visual excitement or emotional attachment.

Source: Euromonitor International, 2021

Gummy candies are made into mini-sized pineapple, apple, strawberry shapes, even the "Lego blocks-shape", that makes eating it fun. Among young consumer groups, **4D candy** has become popular.



Source: Xin Hua Net, 2022



In the chocolate market, taste innovation has always been the main way for chocolate brands. **Creative flavour chocolate** can not only stimulate consumers' desire to buy, but also meet consumers' different taste needs to a certain extent.



Source: Food Talks, 2022



## Fruit Drop Baida Popping Candy

- Enables you to find your childhood memories and delicious childhood taste
- Three flavours take your tastebuds going through a wonderful journey
- Varieties: Orange Flavour, Strawberry Flavour, Grape Flavour
- Product of China

**Ingredients for Orange Flavour:** White Sugar, Lactose, Maltose, Food Additives(E102 & Carbon Dioxide), Flavourings(Orange Flavour).



# MULTIPLE SENSORY EXPERIENCE



## Amos 4D Building Block Gummy

- Taste the Difference: 4D Gummy Candies are really great-tasting unique vivid candies, with details on every side, so called 3D. The mini fruity Amos 3D gummy has a mouthwatering, chewy, soft texture and intense fruit flavour.
- Juicy 4D Gummy Candy: 3D Shape plus Delicious turns out 4D. Contains real strawberry, apple, pineapple, and grape juice.
- Assorted Fruit: 4D Gummy are packed in a resealable bag, including 3D vivid fruit shapes of pineapples, grapes, apples, and strawberries. The assortment of fruits provides a variety of options, with each bite being unique.
- Allergy Friendly: Enjoy a chewy variety of gummy candy that is fat-free, cholesterol-free, sodium-free, and gluten-free, but may contain milk or soy. Amos gummy is a snack that is suitable for people who have food allergies. Sweet gummies, giant flavour.
- Product of China



# MULTIPLE SENSORY EXPERIENCE



## Dove's Whimsy Wonderful Flavour Dark Chocolate Sandwich

- Six types of innovative flavors makes you explore and enjoy the world for inspiration.
- Pure chocolate meets the novelty element including trendy taste, cool and light luxury packaging and silky texture of chocolate.
- Six wonderful taste buds, six adventures on the tip of the tongue.
- Varieties: Cherry Blossom Oolong Tea, Fluffy Durian, Rose Red Velvet Cake, Yangzhi Manna , Mojito Cocktail, Wasabi Mustard.
- Product of China.

## REDUCED-SUGAR CHOCOLATE



The FMCG industry is making enormous progress in reducing sugar in various products, including chocolate. There are already many "sugar-free" chocolate products out there in the China's market.

FMCG giants like Nestle & Mondelez International has also made frequent moves in launching chocolate with sugar reduction.

Source: Food Talks, 2022

The domestic innovative chocolate brand "Daily Dark Chocolate 每日黑巧" has caught on to the reduced-or-no-sugar trend early on and has positioned its product to the theme of "0 added sugar", by using inulin instead of sucrose to achieve a balanced taste.

With the slogan "healthy, sugar-free", it accurately conforms to the general trend of sugar reduction in the food industry.

Sources: CBN Data, 2022; Food Talks, 2022



### BII Daily Probiotic Chocolate Pure Cocoa Butter Dark Chocolate Low Sugar and High Fiber

- Sweetness comes from plant extracts
- It is fermented and extracted from natural plant wheat or corn and will not be degraded by human enzymes after eating.
- Product of China

**Ingredients:** Cocoa Mass, Cocoa Fat, Erythritol, **Inulin**, Cocoa Phospholipids, *Lactobacillus acidophilus*, *Lactobacillus paracasei*, *Bifidobacterium bifidum*.

# REDUCED-SUGAR CHOCOLATE



## Zippelin Dark Milk Chocolate Bar

- More milk is added into Zippelin 75% Dark Chocolate to soften it.
- Fresh strawberries are freeze-dried and wrapped in chocolate. They are paired with carbonated popping candy that exported to Russia. They are sweet and sour with a lovely taste. The chocolate tastes good overall.
- Varieties: Souffle with Roasted Hazalnut, Explosion of Strawberry, Orange with Ceylon Tea
- Product of China

**Ingredients of Explosion of Strawberry Dark Milk Chocolate:** Cocoa Mass, Cocoa Fat, Cocoa Powder, Maltitol, Whole Milk Powder, Freeze-Dried Strawberries, Carbonated Popping Candy(Sugar, Carbon Dioxide), Soy Lecithin.

# PLANT-BASED CHOCOLATE

As one of the mainstream trends in the food industry, the plant-based wave has also hit the chocolate category. Plant-based chocolate confectionery is still an emerging trend, but big brands are starting to enter this space.



✓ With the **rise of flexitarianism**, it is only a matter of time before plant-based chocolate became more than a niche.



Consumers' expectations have changed: **beyond dairy allergy or lactose intolerance**, younger consumers look for plant-based chocolates that are tasty, yet "ethical" i.e. **do not harm the planet nor animals**.

Source: Food Talks, 2022



## Watt Good Vegan Chocolate

- Enjoy silky fragrant mellow chocolates without animal ingredients.
- Colourful wraps of classic chocolates.
- Product of Taiwan

**Ingredients:** Sugar, Cocoa Fat, Cocoa Powder, Soy Lecithin, Edible spices(No cocoa butter substitute]

# PLANT-BASED CHOCOLATE



## iYell Vegan Dark Chocolate

- All plant-based ingredients for lightness of mind and body
- No added milk and other animal ingredients
- Pure ingredients, easy digest without feeling any burden
- No added sucrose, flavours, colours, preservatives
- Vegan health snacks, ketogenic hoarders
- Cocoa mass is imported from Spain, whereas sugar substitute is imported from Germany that is safe for consumption.
- Product of China

**Ingredients for Red Quinoa Chocolate:** Cocoa Mass, Cocoa Fat, **Isomalt**, Red Quinoa Phenol Powder, Polyglycerol Ricinoleate

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