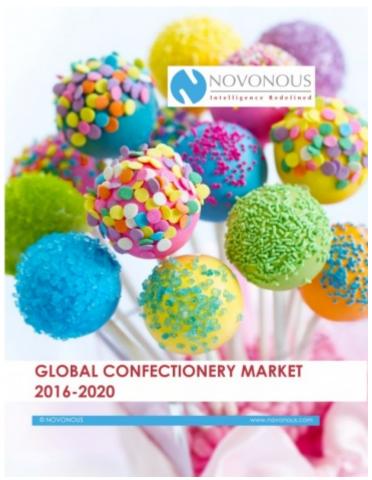


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Global Confectionery Market will grow at a CAGR of 3.80% till 2020.

The confectionery industry produces a wide range of products that are mainly rich in sugar content such as chocolates, candies, gums, lollies and so on. This report chiefly analyses confectionery market in purview of sugar, gums and chocolates confectionery products.

The economic instability of a developed country is affecting the consumption pattern of confectioneries. But still the chocolate confectionery has the largest market share among the other confectionery products. The Chocolate Confectionery alone account for more than 50% of the market share followed by sugar and gum respectively.

According to NOVONOUS the global confectionery market will grow at a CAGR of 3.80% in the forecasted period of FY 2016-2020. Chocolate confectionery will grow at a CAGR of 3.69% and Sugar and Gum at 3.72% and 4.39% respectively over the fore casted period.

Continuous innovation, increasing demand for sugar free confectionery product, rise in gifting trend, strong marketing campaigns, availability of wide range of confectionery products, increase in number of working women and increase in disposable income in developing countries are identified growth drivers for confectionery industry. Manufacturers are increasingly experimenting with new components and flavours, as well as reducing sugar and fat levels and removing artificial ingredients and additives in a bid to improve the perceived health and nutritional qualities of their confectionery products.

In the European market countries like **U.K, Germany, Greece, Italy and Russia will grow between 1 to 2 %.** In gum confectionery segment Italy and Germany will be leading market in terms of consumption.

This report provides geography-wise insights on global confectionery market, growth drivers and inhibitors, key trends, profiles of key players, major challenges for new players, current and future trends and recommendations for policy makers, service providers & investors.

Spanning over 190 pages and 162 exhibits, "Global Confectionery Market 2016-2020" report presents an in-depth assessment of the confectionery sector from 2016 till 2020.

The report has detailed company profiles including their position in confectionery market value chain, financial performance analysis, product and service wise business strategy, SWOT analysis and key product details for 14 key players namely; Mondelez International, Inc., Ferrero SpA, The Hershey Company, Nestle India Limited, Arcor Group, DS Group, Lindt & Sprüngli, Cloetta AB, Lotte Sugar Confectionery Co. Ltd, Morinaga & Co. Ltd., Ezaki Glico, MARS Inc., ITC

Limited and Orion Confectionery Co. Ltd.

Scope of Global Confectionery Market 2016 - 2020 Report:

- This report provides detailed information about Global Confectionery market including future market forecasts.
- This report identifies the need for focusing on Confectionery market.
- This report provides detailed information on growth Forecast for overall global confectionery market up to 2020.
- This report provides detailed information on product wise (Sugar, Chocolate and Gum) growth forecasts for global Confectionery market up to 2020.
- This report provides detailed information on geography wise (Asia Pacific, Europe, Middle East and Africa (MEA), North America & South America) growth forecasts for global confectionery market up to 2020.
- The report identifies the growth drivers and inhibitors for global confectionery market.
- This study also identifies various policies related to global confectionery market.
- The report identifies various credit, policy and technical risks associated with global confectionery market.
- This report has detailed profiles 14 key players in Global confectionery market covering their business strategy, financial performance, future forecasts and SWOT analysis.
- This report covers in details the competitive landscape in Global confectionery market.
- This report provides Porter's Five Forces analysis for Global Confectionery Market.
- This report provides SWOT (strengths, weakness, opportunities and threats) analysis for Global confectionery market.
- This report identifies the key challenges faced by new players in Global confectionery market.
- This report provides future trends and opportunities for Global confectionery market.
- This report also provides strategic recommendations for policy makers, end users, manufacturers and investors.

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