

## Global Confectionery Market 2016 - 2020



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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.

### **1. Executive Summary**

1.1 Scope of the Global Confectionery Market 2016-2020 Report

1.2 Research Methodology

### **2. Need of Sugar Confectionery Industry**

2.1 Increase in disposable income

2.2 Target customer is children

2.3 Health Benefits

2.4 Use as mouth freshener

2.5 Chocolates are given as gifts on special occasions

2.6 Can be consumed in any time in a day

2.7 Available in relatively lower prices

### **3. Global Confectionery Market-Overview**

3.1 Evolution of Confectionery

3.2 Value chain Analysis of Global Confectionery Market

### **4. Market Segments & Forecasts for Global Confectionery Market**

4.1 Forecast for Global Confectionery Market 2016-2020

4.2 Product-Wise Forecast of Global Confectionery Market

4.2.1 Product Category Wise Growth Forecast for Global Confectionery Market 2016-20

**4.2.2 Forecast of Global Chocolate Confectionery 2016-20**

**4.2.3 Forecast of Global Sugar Confectionery 2016-20**

**4.2.4 Forecast of Global Gum Confectionery 2016-20**

4.3 Geography Wise Forecast for Global Confectionery Market

### **4.3.1 Asia Pacific Confectionery Market 2016-2020**

4.3.1.1 Asia Pacific Chocolate Confectionery Market 2016-2020

4.3.1.2 Asia Pacific Sugar Confectionery Market 2016-2020

4.3.1.3 Asia Pacific Gum Confectionery Market 2016-2020

### **4.3.2 Europe Confectionery Market 2016-2020**

4.3.2.1 Europe Chocolate Confectionery Market 2016-2020

4.3.2.2 Europe Sugar Confectionery Market 2016-2020

4.3.2.3 Europe Gum Confectionery Market 2016-2020

### **4.3.3 Middle East & Africa Confectionery Market 2016-2020**

4.3.3.1 Middle East & Africa Chocolate Confectionery Market 2016-2020

4.3.3.2 Middle East & Africa Sugar Confectionery Market 2016-2020

4.3.3.3 Middle East & Africa Gum Confectionery Market 2016-2020

### **4.3.4 North America Confectionery Market 2016-2020**

4.3.4.1 North America Chocolate Confectionery Market 2016-2020

4.3.4.2 North America Sugar Confectionery Market 2016-2020

4.3.4.3 North America Gum Confectionery Market 2016-2020

### **4.3.5 South America Confectionery Market 2016-2020**

4.3.5.1 South America Chocolate Confectionery Market 2016-2020

4.3.5.2 South America Sugar Confectionery Market 2016-2020

4.3.5.3 South America Gum Confectionery Market 2016-2020

## **5. Growth Drivers and Inhibitors for Global Confectionery Market**

5.1 Growth Inhibitors

5.2 Growth Drivers

## **6. Policies Related with Sugar Confectionery Market**

6.1 Food and Drug Administration (FDA)

6.2 Food Standard Agency (FSA)

6.3 Food Safety and Standard Authority of India (FSSAI)

## **7. Risks Associated with Global Confectionery Market**

7.1 Credit Risk

7.2 Policy Risk

7.3 Technical Risk

## **8. Profile of Key Players in Global Confectionery Market**

### **8.1 Mondelez International, Inc.**

8.1.1 Company Profile

8.1.2 Mondelez International Inc. in Confectionery Market Value Chain

8.1.3 Financial Performance of Mondelez International, Inc.

8.1.4 Business Strategy of Mondelez International, Inc.

8.1.5 SWOT Analysis of Mondelez International, Inc.

### **8.2 Ferrero SpA**

8.2.1 Company Profile

8.2.2 Position in Value Chain of Ferrero SpA

8.2.3 Financial Performance of Ferrero SpA

8.2.4 Business Strategy of Ferrero International S.A.

8.2.5 SWOT Analysis of Ferrero SpA

### **8.3 The Hershey Company**

8.3.1 Company Profile

8.3.2 Position in Value Chain of The Hershey Company

8.3.3 Financial Performance of Hershey

8.3.4 Business Strategy of Hershey

8.3.5 SWOT Analysis of The Hershey Company

### **8.4 Nestle India Limited**

- 8.4.1 Company Profile
- 8.4.3 Position in Value Chain of Nestle India Limited
- 8.4.3 Financial Performance of Nestle India Limited
- 8.4.4 Business Strategy of Nestle India Limited
- 8.4.4 SWOT Analysis of Nestle India Limited

### **8.5 Arcor Group**

- 8.5.1 Company Profile
- 8.5.2 Position in Value Chain of Arcor Group
- 8.5.3 Financial Performance of Arcor Group
- 8.5.4 Business Strategy of Arcor Group.
- 8.5.5 SWOT Analysis of Arcor Group

### **8.6 DS Group**

- 8.6.1 Company Profile
- 8.6.2 Position in Value Chain of DS Group
- 8.6.3 Business Strategy of DS Group
- 8.6.4 SWOT Analysis of DS Group

### **8.7 Lindt & Sprüngli**

- 8.7.1 Company Profile
- 8.7.2 Lindt & Sprüngli in Confectionery Market Value Chain
- 8.7.3 Financial Performance of Lindt & Sprüngli
- 8.7.4 Business Strategy of Lindt & Sprüngli
- 8.7.5 SWOT Analysis of Lindt & Sprüngli

### **8.8 Cloetta**

- 8.8.1 Company Profile
- 8.8.2 Cloetta in Confectionery Market Value Chain
- 8.8.3 Financial Performance of Cloetta
- 8.8.4 Business Strategy of Cloetta
- 8.8.5 SWOT Analysis of Cloetta

### **8.9 Lotte Sugar Confectionery Co. Ltd**

- 8.9.1 Company Profile
- 8.9.2 Lotte Sugar Confectionery Co. Ltd in Confectionery Market Value Chain
- 8.9.3 Financial Performance of Lotte Sugar Confectionery Co. Ltd
- 8.9.4 Business Strategy of Lotte Sugar Confectionery Co. Ltd
- 8.9.5 SWOT Analysis of Lotte Sugar Confectionery Co. Ltd

### **8.10 Morinaga & Co. Ltd.**

- 8.10.1 Company Profile
- 8.10.2 Morinaga & Co. Ltd in Confectionery Market Value Chain
- 8.10.3 Financial Performance of Morinaga & Co. Ltd
- Revenue Distribution of Morinaga & Co. Ltd.
- 8.10.4 Business Strategy of Morinaga& Co. Ltd
- 8.10.5 SWOT Analysis of Morinaga& Co. Ltd

### **8.11 Ezaki Glico**

- 8.11.1 Company Profile
- 8.11.2 Ezaki Glico in Confectionery Market Value Chain
- 8.11.3 Financial Performance of Ezaki Glico.
- 8.11.4 Business Strategy of Ezaki Glico.
- 8.11.5 SWOT Analysis of Ezaki Glico.

### **8.12 Mars Inc.**

- 8.12.1 Company Profile
- 8.12.2 Mars Inc. in Confectionery Market Value Chain
- 8.12.3 Financial Performance of Mars Inc.

8.12.4 Business Strategy of Mars Inc.

8.12.5 SWOT Analysis of Mars Inc.

### **8.13 ITC Limited**

8.13.1 Company Profile

8.13.2 ITC Limited in Confectionery Market Value Chain

8.13.3 Financial Performance of ITC Limited

8.13.4 Business Strategy of ITC Limited

8.13.5 SWOT Analysis of ITC Limited

### **8.14 Orion Confectionery Co. Ltd**

8.14.1 Company Profile

8.14.2 Orion Confectionery Co. Ltd in Confectionery Market Value Chain

8.14.3 Financial Performance of Orion Confectionery Co. Ltd

8.14.4 Business Strategy

8.14.5 SWOT Analysis for Orion Confectionery Co. Ltd

## **9. Competitive Landscape of Sugar Confectionery Services Market**

### **10 Industry Body and Association for Global Sugar Confectionery Market**

10.1 Retail Confectioners International (RCI)

10.2 Indian Confectionery Manufacturers Association (ICMA)

10.3 CAOBISCO

10.4 National Confectioners Association (NCA)

10.5 Professional Manufacturing Confectioners Association (PMCA)

10.6 International Food and Beverage Alliance (IFBA)

### **11. Analysis Model**

11.1 Porter's Five Forces Model

11.2 SWOT Analysis for Global Confectionery Market

### **12. Challenges faced by new players in Global Confectionery Market**

### **13. Current & Future Trends in Sugar Confectionery Market**

### **14. Case Studies**

14.1 Orbit- Protects Kids Smiles

14.2 The Secret behind Perfetti's Success in India

### **15. Strategic Recommendations for Global Confectionery Market**

15.1 Recommendations for Policy Makers

15.2 Recommendations for End Users

15.3 Recommendations for Manufacturers

15.4 Recommendations for Investors

### **List of Exhibits**

#### **Notes**

#### **Company Information**

#### **List of Exhibits:**

- Exhibit 3.2.1 Global Confectionery Market Value Chain
- Exhibit 4.1 Expected Global Confectionery Market Revenue from Year 2014 - 2020 (in Billion USD)
- Exhibit 4.2 Global Confectionery Market Share by Product Category (in %)
- Exhibit 4.3 Product Category Wise CAGR Growth Forecast for Global Confectionery Market 2016-20 (in %)
- Exhibit 4.4 Forecast of Global Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.5 Forecast of Chocolate Confectionery 2016-20 (in US\$ billions)
- Exhibit 4.6 Forecast of Sugar Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.7 Forecast of Gum Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.8 Market Share of Various Geographies in Global Confectionery Market (in %)
- Exhibit 4.9 Geography Wise CAGR Growth Forecast for Global Confectionery Market 2016-20 (in %)

- Exhibit 4.10 Confectionery Product Market Share in Asia Pacific (in %)
- Exhibit 4.11 Forecast of Asia Pacific Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.12 Forecast of Chocolate Confectionery in Asia Pacific 2016-20 (in US\$ billions)
- Exhibit 4.13 Forecast of Sugar Confectionery in Asia Pacific 2016-20 (in US\$ billions)
- Exhibit 4.14 Forecast of Gum Confectionery in Asia Pacific 2016-20 (in US\$ billions)
- Exhibit 4.15 Confectionery Product Market Share in Europe (in %)
- Exhibit 4.16 Product Category Wise CAGR Growth Forecast for Europe Confectionery Market 2016-20 (in %)
- Exhibit 4.17 Forecast of Europe Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.18 Forecast of Chocolate Confectionery in Europe 2016-20 (in US\$ billions)
- Exhibit 4.19 Forecast of Sugar Confectionery in Europe 2016-20 (in US\$ billions)
- Exhibit 4.20 Forecast of Gum Confectionery in Europe 2016-20 (in US\$ billions)
- Exhibit 4.21 Confectionery Product Market Share in Middle-East & Africa (in %)
- Exhibit 4.22 Product Category Wise CAGR Growth Forecast for Middle-East & Africa Confectionery Market 2016-20 (in %)
- Exhibit 4.23 Forecast of Middle East & Africa Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.24 Forecast of Chocolate Confectionery in Middle-East & Africa 2016-20 (in US\$ billions)
- Exhibit 4.25 Forecast of Sugar Confectionery in Middle-East & Africa 2016-20 (in US\$ billions)
- Exhibit 4.26 Forecast of Gum Confectionery in Middle-East & Africa 2016-20 (in US\$ billions)
- Exhibit 4.27 Confectionery Product Market Share in North America (in %)
- Exhibit 4.28 Product Category Wise CAGR Growth Forecast for North America Confectionery Market 2016-20 (in %)
- Exhibit 4.29 Forecast of North America Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.30 Forecast of Chocolate Confectionery in North America 2016-20 (in US\$ billions)
- Exhibit 4.31 Forecast of Sugar Confectionery in North America 2016-20 (in US\$ billions)
- Exhibit 4.32 Forecast of Gum Confectionery in North America 2016-20 (in US\$ billions)
- Exhibit 4.33 Confectionery Product Market Share in South America (in %)
- Exhibit 4.34 Product Category Wise CAGR Growth Forecast for South America Confectionery Market 2016-20 (in %)
- Exhibit 4.35 Forecast of South America Confectionery Market 2016-20 (in US\$ billions)
- Exhibit 4.36 Forecast of Chocolate Confectionery in South America 2016-20 (in US\$ billions)
- Exhibit 4.37 Forecast of Sugar Confectionery in South America 2016-20 (in US\$ billions)
- Exhibit 4.38 Forecast of Gum Confectionery in South America 2016-20 (in US\$ billions)
- Exhibit 5.1 Growth Drivers and Inhibitors for Global Confectionery Market
- Exhibit 8.1.1 Key Information of Mondelez International, Inc.
- Exhibit 8.1.2 Contact details of Mondelez International, Inc.
- Exhibit 8.1.3 Mondelez International, Inc. in Confectionery Market Value Chain
- Exhibit 8.1.4 Mondelez International, Inc. Revenue 2010 -2015 (in US\$ million)
- Exhibit 8.1.5 Year-Wise Mondelez International, Inc. Revenue Growth 2010-2015 (in %)
- Exhibit 8.1.6 Region wise Net revenue for Mondelez International, Inc. FY 2015 (in US\$ million)
- Exhibit 8.1.7 Mondelez International, Inc. net revenue by Product FY 2015 (in %)
- Exhibit 8.1.8 Estimated Mondelez International, Inc. Revenue 2015 -2020 (in US\$ million)
- Exhibit 8.1.9 Products of Mondelez International, Inc.
- Exhibit 8.1.10 SWOT Analysis of Mondelez International, Inc.
- Exhibit 8.2.1 Key Information of Ferrero SpA
- Exhibit 8.2.2 Contact details of Ferrero SpA
- Exhibit 8.2.3 Ferrero SpA in Confectionery Market Value Chain
- Exhibit 8.2.4 Ferrero SpA Revenue (in Euro million) 2013-2015
- Exhibit 8.2.5 Year-wise Ferrero SpA Revenue Growth (in %)
- Exhibit 8.2.6 Estimated Ferrero SpA Revenue (in Euro million) 2015-2020
- Exhibit 8.2.7 Estimated Year-Wise Ferrero SpA Revenue Growth (in %)

- Exhibit 8.2.8 Products of Ferrero SpA
- Exhibit 8.2.9 SWOT Analysis of Ferrero SpA
- Exhibit 8.3.1 Key Information of The Hershey Company
- Exhibit 8.3.2 Contact Details of The Hershey Company
- Exhibit 8.3.3 The Hershey Company in Confectionery Market Value Chain
- Exhibit 8.3.4 The Hershey Company Revenue (in US\$ million)
- Exhibit 8.3.5 Year-Wise The Hershey Company Revenue Growth (in %)
- Exhibit 8.3.6 Segment wise break up for The Hershey Company FY 2015 (in US\$ million)
- Exhibit 8.3.7 Estimated The Hershey Company Revenue (in US\$ million)
- Exhibit 8.3.8 Products of The Hershey Company
- Exhibit 8.3.9 SWOT Analysis of The Hershey Company
- Exhibit 8.4.1 Key information of Nestle India Limited
- Exhibit 8.4.2 Contact details of Nestle India Limited
- Exhibit 8.4.3 Nestle India Limited in Confectionery Market Value Chain
- Exhibit 8.4.4 Nestle India Ltd. Revenue (in INR million)
- Exhibit 8.4.5 Year-Wise Nestle India Ltd. Revenue Growth (in %)
- Exhibit 8.4.6 Estimated Nestle India Ltd. Revenue (in INR million)
- Exhibit 8.4.7 Competitors of Nestle India Limited
- Exhibit 8.4.8 SWOT Analysis of Nestle India Limited
- Exhibit 8.5.1 Key information of Arcor Group
- Exhibit 8.5.2 Contact details of Arcor Group
- Exhibit 8.5.3 Arcor Group in Confectionery Market Value Chain
- Exhibit 8.5.4 Arcor Group Revenue (in Argentine Peso)
- Exhibit 8.5.5 Year-Wise Arcor Group Revenue Growth (in %)
- Exhibit 8.5.6 Arcor Group Product Line
- Exhibit 8.5.7 SWOT analysis of Arcor Group
- Exhibit 8.6.1 Key information of DS Group
- Exhibit 8.6.2 Contact details of DS Group
- Exhibit 8.6.3 DS Group in Confectionery Market Value Chain
- Exhibit 8.6.4 SWOT Analysis of DS Group
- Exhibit 8.7.1 Key information of Lindt & Sprüngli
- Exhibit 8.7.2 Contact Details of Lindt & Sprüngli
- Exhibit 8.7.3 Lindt & Sprüngli in Confectionery Market Value Chain
- Exhibit 8.7.4 Lindt & Sprüngli Revenue for the Year 2010-2015 (in CHF millions)
- Exhibit 8.7.5 Year-wise Lindt & Sprüngli Revenue Growth in the Year 2011-2015 (in %)
- Exhibit 8.7.6 Estimated Year-wise Lindt & Sprüngli Revenue for the Year 2016-2020 (in CHF million)
- Exhibit 8.7.7 Lindt & Sprüngli Product Line
- Exhibit 8.7.8 SWOT Analysis of Lindt & Sprüngli
- Exhibit 8.8.1 Key information of Cloetta
- Exhibit 8.8.2 Contact Details of Cloetta
- Exhibit 8.8.3 Cloetta in Confectionery Market Value Chain
- Exhibit 8.8.4 Cloetta Revenue for the Year 2011-2015 (in SEK millions)
- Exhibit 8.8.5 Year-wise Cloetta Revenue Growth in the Year 2012-2015 (in %)
- Exhibit 8.8.6 Estimated Year-wise Cloetta Revenue for the Year 2016-2020 (in SEK million)
- Exhibit 8.8.7 Cloetta Product Line
- Exhibit 8.8.8 SWOT Analysis of Cloetta
- Exhibit 8.9.1 Key information of Lotte Sugar Confectionery Co. Ltd
- Exhibit 8.9.2 Contact Details of Lotte Sugar Confectionery Co. Ltd
- Exhibit 8.9.3 Lotte Sugar Confectionery Co. Ltd in Confectionery Market Value Chain
- Exhibit 8.9.4 Lotte Sugar Confectionery Co. Ltd. Revenue for the Year 2011-2015 (in KRW billions)
- Exhibit 8.9.5 Year-wise Lotte Sugar Confectionery Co. Ltd. Revenue Growth in the Year 2012-2015



(in %)

- Exhibit 8.9.6 Estimated Year-wise Lotte Sugar Confectionery Co. Ltd Revenue for the Year 2016-2020 (in KRW million)
- Exhibit 8.9.8 SWOT Analysis of Lotte Sugar Confectionery Co. Ltd
- Exhibit 8.10.1 Key information of Morinaga & Co. Ltd
- Exhibit 8.10.2 Contact Details of Morinaga & Co. Ltd
- Exhibit 8.10.3 Morinaga & Co. Ltd in Confectionery Market Value Chain
- Exhibit 8.10.4 Morinaga & Co. Revenue for the Year 2011-2015 (in Yen Million)
- Exhibit 8.10.5 Year-wise Morinaga & Co. Revenue Growth in the Year 2012-2015 (in %)
- Exhibit 8.10.6 Estimated Year-wise Morinaga & Co. Ltd Revenue for the Year- 2016-2020 (in Yen million)
- Exhibit 8.10.7 Estimated Year-wise Morinaga & Co. Ltd Revenue Growth for the Year 2016-2020 (in %)
- Exhibit 8.10.8 Revenue Distribution for the Year 2015 (in %)
- Exhibit 8.10.9 Projected Revenue Distribution for the Year 2018
- Exhibit 8.10.10 Morinaga Product Line
- Exhibit 8.10.11 SWOT Analysis for Morinaga & Co. Ltd
- Exhibit 8.11.1 Key information of Ezaki Glico
- Exhibit 8.11.2 Contact Details of Ezaki Glico
- Exhibit 8.11.3 Ezaki Glico in Confectionery Market Value Chain
- Exhibit 8.11.4 Ezaki Glico Revenue for the Year 2011-2015 (in Yen billions)
- Exhibit 8.11.5 Year-wise Ezaki Glico Revenue Growth in the Year 2012-2015 (in %)
- Exhibit 8.11.6 Estimated Year-wise Ezaki Glico Revenue for the Year 2016-2020 (in Yen billion)
- Exhibit 8.11.7 Ezaki Glico Product Line
- Exhibit 8.11.8 SWOT Analysis for Ezaki Glico
- Exhibit 8.12.1 Key information of Mars Inc.
- Exhibit 8.12.2 Contact Details of Mars Inc.
- Exhibit 8.12.3 Mars Inc. in Confectionery Market Value Chain
- Exhibit 8.12.4 Mars Inc. Product Line
- Exhibit 8.12.5 SWOT Analysis for Mars Inc.
- Exhibit 8.13.1 Key information of ITC Limited
- Exhibit 8.13.2 Contact Details of ITC Limited
- Exhibit 8.13.3 ITC Limited in Global Confectionery Market Value Chain
- Exhibit 8.13.4 ITC Limited Revenue for the Year 2010-2015 (in INR Billions)
- Exhibit 8.13.5 Year-wise ITC Limited Revenue Growth in the Year 2012-2015 (in %)
- Exhibit 8.13.6 Estimated Year-wise ITC Ltd Revenue for the Year 2016-2020 (in INR Billion)
- Exhibit 8.13.7 ITC Limited Product Line
- Exhibit 8.13.8 SWOT Analysis for ITC Limited
- Exhibit 8.14.1 Key information of Orion Confectionery Co. Ltd
- Exhibit 8.14.2 Contact Details of Orion Confectionery Co. Ltd
- Exhibit 8.14.3 Orion Confectionery Co. Ltd in Confectionery Market Value Chain
- Exhibit 8.14.4 Orion Confectionery Co. Ltd Limited Revenue for the Year 2010-2015 (in KRW Billions)
- Exhibit 8.14.5 Year-wise Orion Confectionery Co. Ltd Limited Revenue Growth in the Year 2011-2015 (in %)
- Exhibit 8.14.6 Estimated Year-wise Orion Confectionery Co. Ltd Revenue for the Year 2016-2020 (in KRW billion)
- Exhibit 8.14.7 Orion Confectionery Co. Ltd Product Line
- Exhibit 8.14.8 SWOT Analysis for Orion Confectionery Co. Ltd
- Exhibit 9.1 Competitive landscape of Global Confectionery Service Market
- Exhibit 10.1.1 Key Information of Retail Confectioners International (RCI)
- Exhibit 10.1.2 Contact details of Retail Confectioners International (RCI)

- Exhibit 10.2.2 Contact details of Indian Confectionery Manufacturers Association (ICMA)
- Exhibit 10.3.1 Key Information of CABISCO
- Exhibit 10.3.2 Contact details of CABISCO
- Exhibit 10.4.1 Key Information of National Confectioners Association (NCA)
- Exhibit 10.4.2 Contact details of National Confectioners Association (NCA)
- Exhibit 10.5.1 Key Information of Professional Manufacturing Confectioners Association (PMCA)
- Exhibit 10.6.1 Key Information of International Food and Beverage Alliance (IFBA)
- Exhibit 10.6.2 Contact details of International Food and Beverage Alliance (IFBA)
- Exhibit 11.1.1 Porter Five Forces Analysis for Global Confectionery Market
- Exhibit 11.2.1 SWOT Analysis for Global Confectionery Market

1. **Mondelez International, Inc.**
2. **Ferrero SpA**
3. **The Hershey Company**
4. **Nestle India Limited**
5. **Arcor Group**
6. **DS Group**
7. **Lindt & Sprüngli**
8. **Cloetta AB**
9. **Lotte Sugar Confectionery Co. Ltd**
10. **Morinaga & Co. Ltd.**
11. **Ezaki Glico**
12. **MARS Inc.**
13. **ITC Limited**
14. **Orion Confectionery Co. Ltd.**

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