

CONFECTIONERY PRODUCTION

chocolate, sweets, snacks & bakery



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CHINA MARKET FOCUS

US trade wars impact on Chinese market

The world's second largest economy has long been held as having strong confectionery potential. Neill Barston reports on how it is navigating wider market turbulence

CHINA MARKET FOCUS

With cocoa processing segments, Italian-based business GSR, explained that Asia, and in particular the Chinese market holds considerable potential for the company.

He says: "The Asian chocolate market is a very dynamic industry: consumption has increased in the last few years, while consumers' behaviour has evolved by preferring well-known brands produced by global confectionery firms. Unique, limited and fancy: those are the main characteristics a chocolate should embrace in the Asian market, as consumers there value these aspects; just think of the success that Ruby chocolate or KitKat is having with dedicated boutiques where so many flavours can be bought. The increase in consumption of chocolate brings greater demand for semi-finished materials such as cocoa butter and cocoa powder."

The spokesperson says that within Asia, there is a shortage of production capacity, which he says GSR remains well-placed to engage with. However, he adds that local manufacturing will also need to evolve to meet the growing level of product demand.

While market instability over tariffs remains a concern to many industry observers, the fact that China's economy, even at its comparatively low present rate of growth, is still achieving more than many Western markets, shows there remains market potential within the sector. ♦