



艾凯咨询
ICAN Consulting

2008-2012年中国巧克力行业市场深度调研及发展趋势市场分析 及发展趋势研究报告

一、调研说明

《2008-2012年中国巧克力行业市场深度调研及发展趋势市场分析及发展趋势研究报告》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

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二、摘要、目录、图表

Presently, the industrial competition degree of China ' s chocolate market is low, and the competing products are comparatively less and accordingly it has a great development potential. The top 20 heavyweight chocolate enterprises in the world have all entered into China, and the variety of imported chocolate brands of chocolates made by joint ventures reaches more than 70; the continuously entering of imported chocolate brands accelerates the internationalized competition and evolution progress of China ' s chocolate market. The importing quantity of China ' s chocolate foods from 2006 to 2007 showed a rising trend; the importing quantity of chocolate in China in 2006 was 15,547,134 kg, while that in 2007 was 17,432,027 kg, being increased by 12.12% year on year. On the other hand, China ' s exporting quantity was also increasing every year, the exporting quantity of China ' s chocolate in 2006 was 18,659,013 kg, while that in 2007 was 21,348,669 kg, which was increased by 14.41% than 2006.

The competing chocolate enterprises in China have been differentiated into three camps: the first camp is the foreign-funded brands represented by Dove, Cadbury Schweppes, Hersheys, Ferrero Rocher, etc., which occupy the overwhelming portion of top grade chocolate market; the second camp is the joint venture brands represented by Le-Conte and Caesarwave, which dominate the middle grade chocolate market; the third camp is the domestic brands of China represented by Shanghai Shenfeng and Golden Monkey Group, which take over the major portions of low grade chocolate market. The sales trends of imported brands and joint venture brands show a powerful momentum of growth, while the domestic brands have a poor performance: whether in the brand promotion and advertisement of high end market or the product launch, market relationship or sales promotions of low end market, and whether in the market share or product popularity, the imported and joint venture brands all occupy the prominent positions. Regarding domestic brands, except that Le-Conte chocolate ranks in the top three, and Shenfeng and Caesarwave cut a figure, all other brands perform poorly. The current annual consumption amount of chocolate in China is about RMB3 billion, with an average consumption of 40-70g per capita; the total market of about USD 350 million seems large, but in fact it possesses only 0.5% of the world market. The annual chocolate consumption per capita in Europe is more than 7kg, and that in South Korea and Japan is about 2kg, and it is estimated that the future chocolate market in China will witness an annual growth rate of 10-15%. So China ' s chocolate market has a great development potential.

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四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

中华人民共和国国家统计局 <http://www.stats.gov.cn>

中华人民共和国国家工商行政管理总局 <http://www.saic.gov.cn>

中华人民共和国海关总署 <http://www.customs.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

中国证券监督管理委员会 <http://www.csrc.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

世界贸易组织 <https://www.wto.org>

联合国统计司 <http://unstats.un.org>

联合国商品贸易统计数据库 <http://comtrade.un.org>

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研究力量

高素质的专业的研究分析团队，密切关注市场最新动向。在多个行业，拥有数名经验丰富的专业分析师。对于特定及专属领域，我们有国内外众多合作研究机构，同时我们聘请数名行业资深专家顾问，帮助客户分清市场现状和趋势，找准市场定位和切入机会，提出合适中肯的建议，帮助客户实现价值，与客户一同成长。

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权威机构 艾凯咨询集团二十年深厚行业背景;

数量领先 囊括主流研究报告和权威合作伙伴;

服务齐全 促销、推荐指数、积分、网上支付等;

良好声誉 广泛知名度、满意度，众多新老客户。