

Chocolate Confectionery in India

October 2023

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Chocolate Confectionery in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players focus on product innovation to create new positionings

Mondelez maintains dominance with unique marketing initiatives and robust distribution system

Major players lean towards D2C portals to enhance gifting potential of the category

PROSPECTS AND OPPORTUNITIES

Major players likely to launch online subscription services to cater for changing consumer preferences and reward customer loyalty Leading brands will continue to ramp up local production facilities to meet demand and keep margins in check

Premium artisanal offerings set to rise with the advent of D2C players

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