
Description: The US chocolate industry is expected to experience moderate growth and reach an estimated $19.3 billion in 2018. Innovation of new products in dark chocolate and milk chocolate segment with new flavors and low calorie such as sugar-free chocolates will increase the growth of retail chocolate industry. Occasion and celebration is a factor that impacts the selling and production of chocolate and ultimately leads the increased company revenue which boosts industry growth.

The author highlights the major challenges likely to be faced by the industry. Rising prices of raw materials, especially for cocoa beans, is affecting the manufacturing cost of chocolates which can pose a challenge for market growth. Other factors such as intermittent raw material supply and lack of efficient distribution channels in emerging markets create challenges for the chocolate industry.

The report also covers the key drivers. Increasing consumer expenditure and per capita income are the primary demand drivers for retail chocolate industry which drive industry towards growth. Increasing personal consumption expenditure would increase the US retail chocolate industry. As per the study, 73.9% of total US population, i.e., 234 million consumers love to eat chocolates irrespective of gender. Hectic lifestyle of consumers and innovative chocolate products doubling as health supplement, chocolate for the diet conscious, low calorie chocolates etc. lead to significant market growth.

Based on current economic forecasts, the US retail chocolate industry expects to register decent growth. Consumer awareness of brands, gifting in celebrations and various occasion, and increasing hectic lifestyle of consumers is expected to drive industry growth.

This report provides market dynamics and future opportunities to make long-term strategic and financial decisions as well as to compete in the market. This report gives insights of the market trend (2007-2012) and forecast period (2013-2018) which will assist the interested companies in making key decisions.

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. In today’s stringent economy, you need every advantage that you can find.

Features of This Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "US Chocolate Industry 2013-2018: Trends, Forecast and Opportunity Analysis" include:

- Analysis of competitive intensity of the industry based on Porter’s Five Forces model which helps to understand the competitive position of industry players
- US Chocolate market intelligence with special emphasis on dark, milk, and white chocolate markets
- Competitive Analysis of top five players and profitability analysis of the industry provides opportunity for existing players as well as new entrance to make decision for sustainable growth.
- Market size trend (2007-2012) in terms of value and volume and forecast (2013-2018) for key market segments that are useful to make major investment decisions
- Competitive Landscape, emerging trend, market drivers and growth opportunity analysis provided helps to ascertain a sound investment decision

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, OEMs, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

-Business development
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